CANADIAN
Coin Box MAGAZINE

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FOR THE
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ENTERTAINMENT
INDUSTRY
NOV./DEC. 1994

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IN THIS ISSUE:

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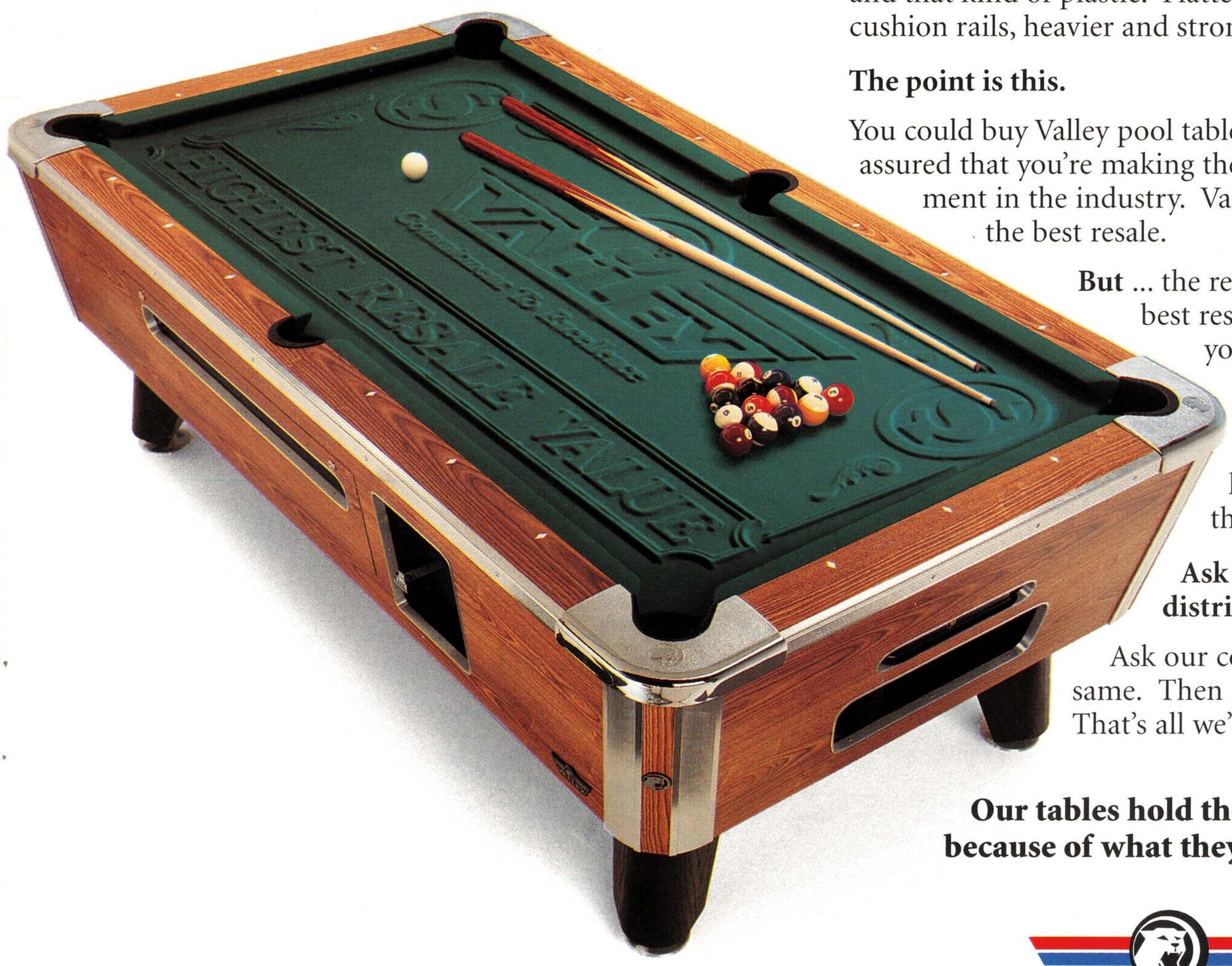
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CANADIAN
Coin Box
MAGAZINE

NEWS
FOR THE
COIN OPERATED
AMUSEMENT
INDUSTRY

Published since 1946

Cover
NSM-America Solid Gold compact disc jukebox at the Eye of the Storm.

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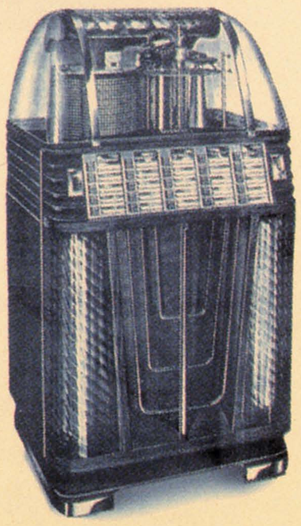
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PERSPECTIVES

with Sandra Anderson

Industry Transition—What Now?

The coin-op amusement industry is in limbo, transition, depression—whatever you want to call it, the industry is on the verge of change as it often is, but operators are suffering.

It's extremely tough out there for the route operator as more and more trade shows offer less and less for them. In the past there was always something that helped a little, the re-emergence of pinball, video kits, even the $1 coin. But now there's all this new computerized, digitized, CD-Romized technology. Does it help the operator, well it could, but new technology is always expensive. Some operators try to be the first, ahead of the game, and run out and buy that new piece, but what if it doesn't take. So, we're cautious.

I know route operators are depressed because you've told me so. In Nova Scotia for example, while doing research for the tavern piece story in this issue, I was told that due to the incredible saturation of video lottery terminals, all coin-op amusement games are taken out, even the pool tables in some cases, to make room for a dance floor or more VLTs. In this province tavern locations are no longer a viable business for the street operator. So, I ask what about darts, there are darts in these pubs, but I know as I ask this that I am going to be told how Eastern Canada is hard-core hard-tipped dart country and that introducing soft-tipped electronic dart machine that patrons have to put money into, is an extremely difficult task.

This magazine issue, we tried to focus on tavern pieces other than pool and darts because we deal with that in September and October, but it all comes back to pool. What brings patrons into a bar and keeps them there for a few hours? Pool. Yes they will listen to the jukebox and play the pinball and video game while waiting their turn to play pool, but it's pool all the way. Bar owners are saying, "Putting in that table is the best thing I've ever done.'' Operators are saying that with the GST and VLTs weighing on their revenues, "If it wasn't for pool I'd be out of business."

To make any money in this business you really have to work at it. If you want to focus on pool or introduce electronic darts on your route you have to seriously look at running leagues, which means work. If you're not interested in leagues, then the other direction is Family Fun Centres. Most route operators also have arcades, but it has been increasingly difficult to get approval from municipal governments to open arcades and many in malls have been asked to leave. However, a family fun centre caters to a different mind-set and licenses are being granted and centres are opening up everywhere. Again it's hard work. It's different. The 14-year-old male is not your target customer anymore. You need a wide variety of equipment that caters to ages 6 to 60, male and female. You will have to look at redemption merchandise and will also need food and refreshments on hand.

Trade shows in my opinion are the best way to find out more about avenues to pursue. The Fun Expo which we attended for the first time this year, is an excellent way to learn about what's involved in operating family fun centres. Or if you have something bigger in the back of your mind like an indoor go kart track or a waterpark to go along with your resort arcade, you can take in the IAAPA—International Association of Amusement Parks and Attractions show, which offers an abundance of opportunities. A word of warning however, if you plan to take IAAPA in for the first time—wear very comfortable shoes and be prepared for size and scope unlike you have ever seen.

As I often say on this page, I'd love to hear from readers, so to try to generate more mail I'm going to throw out this question: **Where is the coin-op amusement industry going in 1995?** Fax your answers and comments to Editor, Canadian Coin Box magazine, 519-582-4040 or write to 222 Argyle Ave. Delhi, ON, N4B 2Y2. Responses will be published in either January or February. ❑

NOTICE TO OUR READERS

The operation of some of the games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

—The Publishers

Canadian Coin Box Magazine

$ VLT COIN BOX $

New Brunswick

April 1, 1994 to November 5, 1994
(Based on 3,348 VLTs in 1,590 locations)

Cash in terminals	123.2 mil
Total winnings	69.5 mil
Lottery/gov't share	23.6 mil
Operator's share	16.8 mil

Percentage breakdown: Gov't = 40%; location = 30%; operators = 30%.

Newfoundland/Labrador

April 1, 1994 to November 5, 1994
(Based on 1,793 VLTs in 439 locations)

Cash in terminals	93.7 mil
Total winnings	64.5 mil
Lottery/gov't share	23.7 mil

Percentage breakdown: Gov't = 80%; location = 20%.

Nova Scotia

April 1, 1994 to November 5, 1994
(Based on 2,442 VLTs in 504 locations)

Cash in terminals	179.9 mil
Total winnings	127.4 mil
Lottery/gov't share	37.3 mil

Percentage breakdown: Gov't = 70%; location = 30%.

Prince Edward Island

April 1, 1994 to November 5, 1994
(Based on 536 VLTs in 224 locations)

Cash in terminals	18.8 mil
Total winnings	10.2 mil
Lottery/gov't share	4.6 mil
Operator's share	2.2 mil

Percentage breakdown: Gov't = 50%; location = 25%; operators = 25%.

Editors Note: These figures are based on averages provided by the Atlantic Lottery Corporation. Please note that video lottery sales are net sales (net of prizes). Operators are advised that these figures are to be used only as a reference. Payout percentages are different for each province, and rules regarding machine placement are also different. It is also not clear whether the government has added various taxes and other operation costs to their lottery share figures stated here. For other sources of information, your provincial operators' association and lottery board should be contacted. Video lottery figures for the provinces of Manitoba, Saskatchewan and Alberta, are unavailable.

WHERE'S THE POLL?

If you are one of those people who pick up your Canadian Coin Box magazine and turn to the game poll first, guess what? **It's not there!**

We have dropped the poll out of this issue due to lack of response, among other reasons.

We have received endless suggestions/comments/complaints on what should be done with this poll in order for it to be of value. So, we decided to drop it this issue for two reasons:

1. To see if it is missed! And if it is, I urge operators to call, write or fax me as soon as you read this and tell me so. (See form below);
2. To take the time, and investigate ways to improve it for the New Year.

We will attempt to run a brand new game poll in 1995, beginning either in the January or February issue. But again, as we always plead, IT DEPENDS ON YOU!

You, the operator, have to tell us what your top earning games are and how you would like to see them categorized and ranked. YOU HAVE TO RESPOND! If you don't we can't give you an effective poll.

To help you evaluate our poll we have included a questionnaire form at the bottom of this page.

Please fill it out now, tear it out of your magazine and mail or fax it to:

Editor, Canadian Coin Box magazine, 222 Argyle Ave., Delhi, ON, N4B 2Y2, Tel: 519-582-2513 Fax: 519-582-4040.

POLL RESPONSE FORM

(Please circle the appropriate response)

1. Should Canadian Coin Box magazine carry a Top 10 Game Poll?	**YES**	**NO**
2. Should Coin Box carry a Top 20 Game Poll?	**YES**	**NO**
3. The game categories included should be the following:		
DEDICATED VIDEO GAMES (UPRIGHT)	**YES**	**NO**
VIDEO GAME KITS (SOFTWARE)	**YES**	**NO**
DELUXE VIDEOS (such as networked simulators or virtual reality)	**YES**	**NO**
REDEMPTION GAMES OF SKILL	**YES**	**NO**
PINBALL	**YES**	**NO**
ALL VIDEO/PINBALL MIXED	**YES**	**NO**
TABLE GAMES	**YES**	**NO**
ALL OF THE ABOVE GAMES MIXED	**YES**	**NO**
OTHER GAMES	**YES**	**NO**

4. Different category suggestions (please comment)_____

_____

5. Games should be ranked in terms of:		
TOP EARNINGS	**YES**	**NO**
POPULARITY	**YES**	**NO**
LONGEVITY	**YES**	**NO**
LEAGUE SUCCESS/POTENTIAL	**YES**	**NO**

None of the above (please comment)_____

_____

6. I couldn't give a hoot about the game poll and don't care if I ever see it again! AGREE DISAGREE

7. ADDITIONAL COMMENTS ABOUT THE GAME POLL IN CANADIAN COIN BOX MAGAZINE_____

_____

_____

Please state your name, company and province below for our records. All answers will be confidential.

_____

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A YEAR IN REVIEW—A LOOK AHEAD

Gus Ragland, coordinator of the AMOC, highlights industry activities

This year, 1994, has been a critical one for the Amusement Machine Operators of Canada. We have continued our struggle against the unfair application of the GST on our industry, as well as taking on several new issues that concern us all.

In June the Standing Committee of Finance, set up to examine alternatives for replacing the GST, presented its report to Parliament. We were mentioned in the report. On May 24, 1994, Orly Friesen, president of the association, and other directors, met with Mr. Peterson in Ottawa. We presented him with a submission stating our position on the GST. He said he understood our position, which simply put is: *If we can't collect the GST we don't think we should pay it.* We followed this meeting up by sending a copy of our submission to every Member of Parliament on behalf of our members advising them of the financial hardship this tax is causing operators. We received many favourable replies. Some have written letters to the Minister of Finance, and Minister of National Revenue on our behalf. Others have gone so far as to meet with Finance Minister Paul Martin to discuss the problem further.

In a letter to Mr. Art Hanger M.P, the Minister of National Revenue, the Hon. David Anderson, PC, MP said, "The federal government is currently studying various options for tax reform and the issue of tax treatment for coin-operated devices is one area that has been identified as requiring further action.''

In October we sent a follow-up letter to all MPs thanking them for their assistance and asking for their continued support. We will continue to push on this issue into 1995.

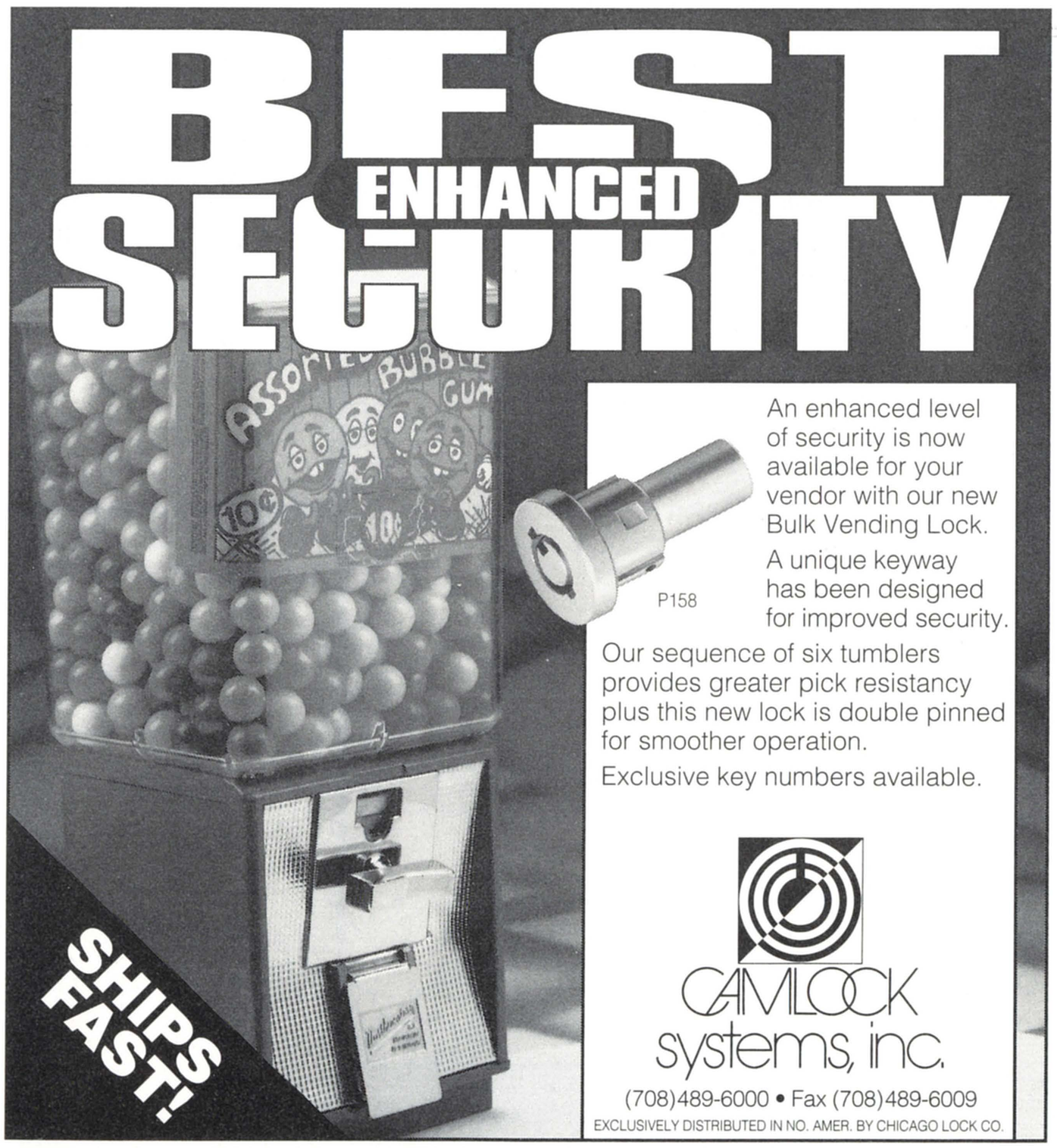
UL STANDARD 22: During the past several years we have encountered more and more cases of inspection related problems in all provinces in respect to hydro approval of amusement devices.

This is a national issue and in May 1994 we set about taking action to remedy the problem. In the United States amusement devices are regulated by UL Standard 22, in Canada by CSA Standard 22.2 No. 1. We petitioned CSA to accept UL Standard 22 as an alternate standard for rating amusement devices. We were not successful in this bid, but all sides were in favour of developing a binational standard for the regulation of amusement devices. This means there would be one standard for both countries and this will solve our problem. However, it will take a little longer, up to a year. We are making every effort to bring this along as fast as possible.

JUKEBOX FEE: Another pressing problem that arose in the past year is the issue of royalty fees on jukeboxes. SOCAN (Society of Composers, Authors and Music Publishers of Canada) wants a royalty fee of $90.72 for every jukebox on location. Conceptually we do not agree that operators owe royalties to any organization such as SOCAN on equipment. Unfortunately SOCAN has begun to lay charges against locations. Our lawyers have reviewed this, and their preliminary view is: *as long as the jukebox is not the primary drawing card for the establishment there should be no requirement of a licensee fee by SOCAN.* We will keep our members informed as this develops because if SOCAN wins a court decision it could set a precedent that could affect every operator of jukeboxes in Canada. It is extremely important this does not happen.

In 1995: We plan to continue to pursue the issues we are working on and bring them to completion. We will take on all new issues of interest to operators on a national basis as determined by our board of directors. We will work to broaden our base of membership in order to have a large enough group to offer advantageous group plans for insurance coverage. We welcome any comments or suggestions by Canadian Operators.

Contact the AMOC and Gus Ragland in Ottawa: 613-822-6806. ❑



CANADA'S HIT LIST

(Published in *The Record* the week of November 7, 1994)

POP ADULT

WO	LW	TW	
5	8	1	**Secret** - Madonna
11	2	2	**Circle of Life**—Elton John
12	1	3	**I'll Make Love To You**—Boyz II Men
7	5	4	**Endless Love**—L. VanDross & M. Carey
14	3	5	**Could I Be Your Girl**—Jann Arden
10	7	6	**Dreamer's Road**—Freddie Curci
12	6	7	**Jane**—Bare Naked Ladies
12	4	8	**Lucky One**—Amy Grant
10	9	9	**Good Enough**—Sarah McLaughlin
9	11	10	**When Can I See You**—Babyface
14	10	11	**All I Want To Do**—Amy Grant
6	17	12	**Picture Postcard From L.A.**—Joshua Kadison
5	16	13	**Out Of Tears**—Rolling Stones
9	18	14	**Bet You Think...**—Wild Strawberries
9	12	15	**Body And Soul**—Anita Baker
12	14	16	**I'll Stand By You**—Pretenders
5	26	17	**Turn The Beat Around**—Gloria Estefan
9	19	18	**Whipped**—Jon Secada
8	21	19	**Real World**—Angels
12	15	20	**Healing Hands**—Allan Frew

COUNTRY

WO	LW	TW	
8	4	1	**Livin' On Love**—Alan Jackson
8	6	2	**Shut Up and Kiss Me**—Mary C. Carpenter
10	7	3	**Third Rate Romance**—Sammy Kershaw
7	5	4	**It Can't Happen to Me**—Charlie Major
8	9	5	**There Ain't Much**—Prescott Brown
13	2	6	**When You Walk In the Room**—Pam Tillis
12	3	7	**Watermelon Crawl**—Tracy Byrd
7	9	8	**I See It Now**—Tracy Lawrence
13	11	9	**Man Of My Word**—Collin Raye
9	1	10	**She's Not The Cheatin'...—**Brooks & Dunn
9	14	11	**Kick A Little**—Little Texas
13	13	12	**The City Put The Country**—Neal McCoy
11	16	13	**I Can Sure Smell The Rain**—Blackhawk
7	23	14	**If I Could Make A Living**—Clay Walker
13	12	15	**Everything Money...**—One Horse Blue
11	8	16	**Callin' Baton Rouge**—Garth Brooks
14	10	17	**I Try To Think About...**—Patty Loveless
7	22	18	**Tears Don't Lie**—Joel Feeney
10	21	19	**Farmer's Daughter**—Family
6	28	20	**Tell Me The Lie**—Don Neilson

These lists have been reprinted with permission of The Record, Canada's weekly music business newspaper. Subscription enquiries should be directed to: The Record, P.O. Box 201, Station M, Toronto, Ontario M6S 4T3, tel: 416-221-3366, fax: 416-221-3324

TOP RETAIL SINGLES

LW	TW	
27	1	**Secret**—Madonna
1	2	**I'll Make Love To You**—Boyz II Men
2	3	**Can You Feel The Love Tonight**—Elton John
4	4	**Do You Wanna Get...** -C&C Music Factory
3	5	**Funkafied**—Da Brat
7	6	**Right Beside You**—Sophie B. Hawkins
5	7	**Wild Night**—John Mellencamp
6	8	**Go On Move**—Reel to Real
8	9	**If You Go** —Jon Secada
10	10	**What's the Frequency Kenneth**—R.E.M.
9	11	**Anytime Anyplace**—Janet Jackson
11	12	**Always**—Bon Jovi
12	13	**Love Is All Around**—Wet Wet Wet
13	14	**100% Pure Love**—Crystal Waters
14	15	**Lucky One**—Amy Grant
18	16	**Think Twice**—Celine Dion
16	17	**Diary Of A Madman**—Gravediggaz
19	18	**The Real Thing**—2 Unlimited
15	19	**Take It Back—**Pink Floyd
20	20	**Betcha By Golly Wow**—Aaron Neville

FRANCOPHONE TOP 20 ALBUMS

WO	LW	TW	
4	1	1	**Coup de tête**—Roche Voisine(Star/Select)
20	2	2	**Obsession**—Eric Lapointe (Gamma/Musicor)
5	3	3	**Carpe Diem**—Lara Fabian (Arpége Musique/GAM)
5	4	4	**Les grandes chansons, Vol. 2**—F.François (PGC/Select)
3	12	5	**Un dernier show**—Stef Carse (PGM/Select)
5	7	6	**La Mistrine**—La Bottin Souriante (Mille Pattes/Musicor)
10	5	7	**20 titres or/Vol 2**—Morison/Sweet People(Kosmos/GAM)
54	6	8	**Les Coloc**—Les Colocs (BMG/Quebec)
8	9	9	**Chaude était la nuit**—Richard Desjardins (Fuklnic/Select)
29	10	10	**Samedi soir..**—Francis Cabrel (Chandell/Select)
9	13	11	**Risque**—Terez Montcalm (BMG Quebec)
10	8	12	**Les grandes chansons**—Michel Fusain (PGS/Select)
91		13	**Les insomniaques**—Daniel Belanger (Audiogram/Select)
3	16	14	**J'ai tant danse**—Carmen Campagne (MCA)
5	11	15	**Yaya**—Mitsou (Disques Tox/GAM)
13	15	16	**Les grandes chansons**—Georges Guetary (PGS/Select)
3	20	17	**Sans plus attendre**—Axelle Rod (Virgin/EMI)
7		18	**Chatterton**—Bashung (Barclay/Polygram)
NEW		19	**Que justice soit fait**—Sinclair (Virgin/EMI)
7	17	20	**Y**—Lynda Lemay (Warner Music)

DANCE CLUB CHART

WO	LW	TW	
13	1	1	**Do You Wanna...**—C&C Music Factory (Columbia/Sony)
5	2	2	**One Night In Heaven**—M People(RCA/BMG)
6	4	3	**No More**—Maxx (Quality)
7	3	4	**Love Me**—Patric (Artisa/SMG)
5	5	5	**What I Need**—Crystal Waters (Mercury/PGD)
3	9	6	**Don't Stop**—Outhere Brothers (Slammin'/NuMuzik}
2	15	7	**Desire**—Capital Sound (NuMuzik/PGD)
3	11	8	**Love Is Magic**—Loft (RCA/BMG)
6	17	9	**Sweet Dreams**—La Bouche (Ariola/BMG)
14	10	10	**Right In the Night**—Jam & Spoon (Epic/Sony)
8	7	11	**Forever & A Day**—Brothers In Rhythm (Epic/Sony)
NEW		12	**Crazy Man**—Blast (MCA)
13	6	13	**Go On Move**—Reel II Real (S.M./Quality)
5	16	14	**Look Who's Missing**—Dr. Alban (Ariola/BMG)
NEW		15	**Saturday Night**—Whigfield (Future-Tell/Quality)
2	20	16	**Turn Me Out**—Praxis (NuMuzik/PGD)
NEW		17	**Turn The Beat Around**—Gloria Estefan (Epic/Sony)
12	12	18	**Running Up That Hill**—Elastic Band (Hi-Blas/BMG)
NEW		19	**Top Kat EP**-Top Kat (Hypnotic/PGD)
NEW		20	**Everything is Gonna...**—Sound of Blackness (A&M/PGD)

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INDUSTRY NEWS

C.A.G.S. Hosts Open House

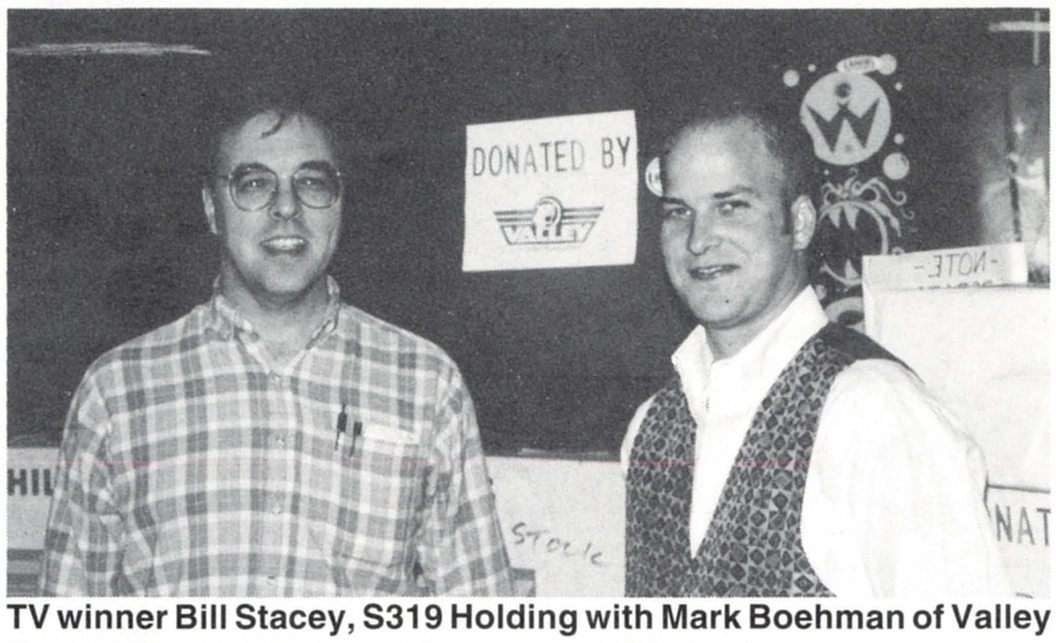
On October 13, 1994, Canadian Amusement Game Supplies Ltd., Burnaby, B.C., hosted its Fall Open House which was attended by over 100 guests representing operators from across Western Canada.

The event coincided with Gottlieb's release of the new "Freddy—A Nightmare on Elm Street", and everyone present agreed that this piece will prove to be a revenue generator for operators.

The following manufacturer representatives were present: Mark Boehman, Valley Recreation Products; Dan Toft, Wico Corporation; Damon Paramore, Dynamo Corporation; and Rick Gastnermayer, Entertainment Resources. Bruce Miller represented Firestone Financial Corporation and handled equipment financing.

A buffet lunch was enjoyed by all and half hour draws were made for fabulous door prizes. C.A.G.S. acknowledges and thanks the following manufacturers for their kind donations of door prizes: NSM America, T.V.; Dynamo Corp., T.V.; Premier Technology, T.V.; Valley Recreation, T.V.; Wico Corporation, microwave; Entertainment Resources, CD packages; Firestone Financial, VCR.

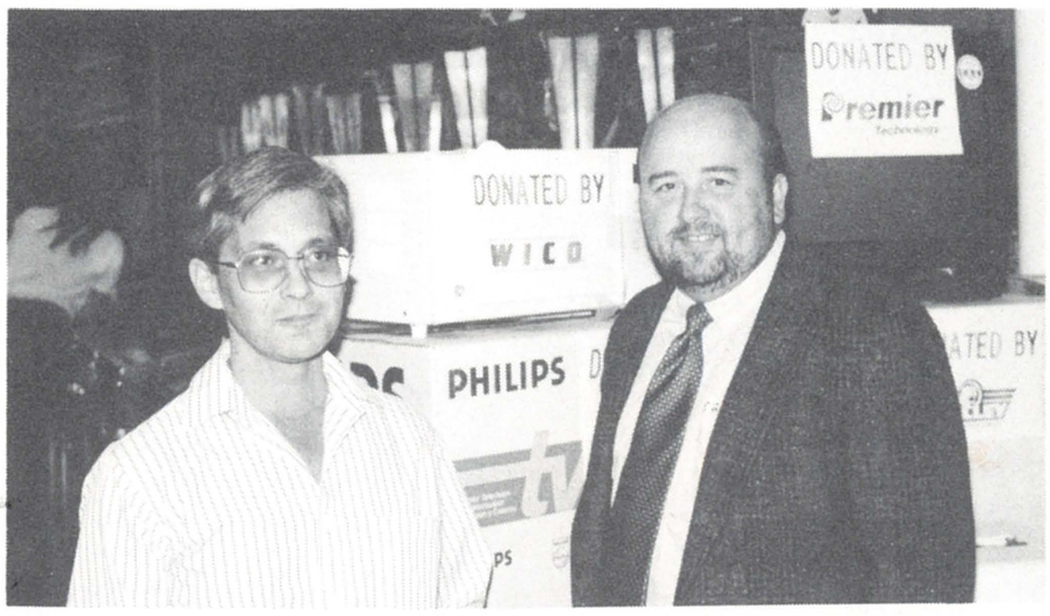
A feeling of optimism prevailed over the Open House this fall. Everyone agreed that the economy is improving and this year should prove to be a prosperous one for the industry.



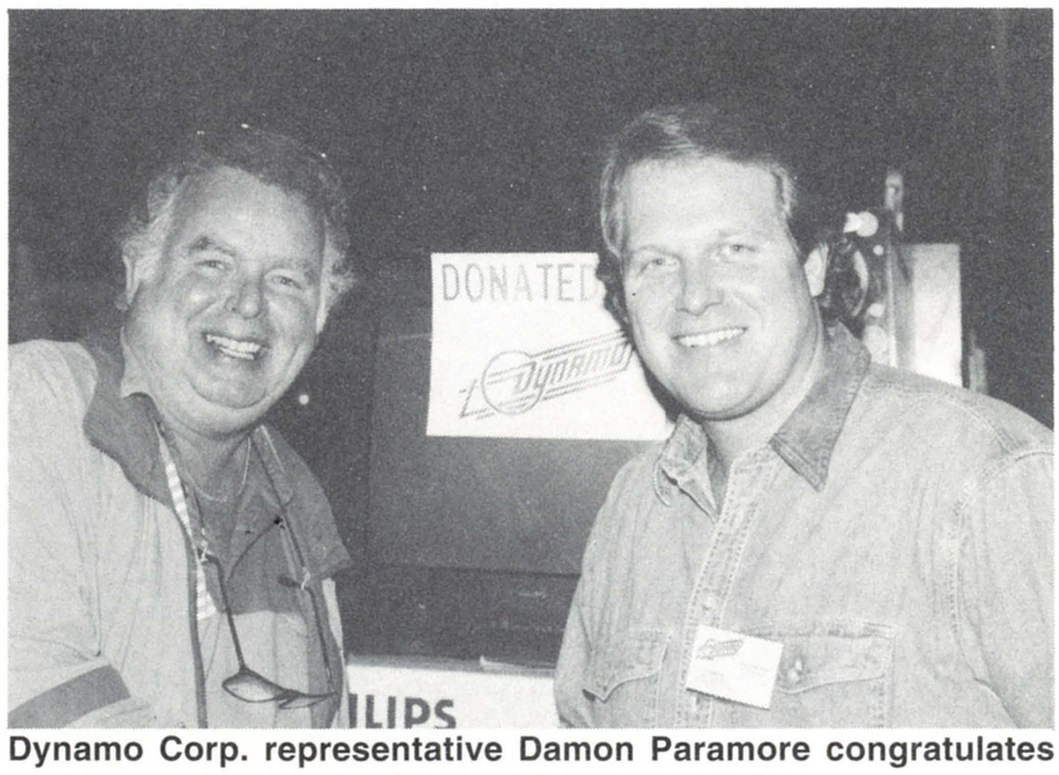
TV winner Bill Stacey, S319 Holding with Mark Boehman of Valley Recreation.



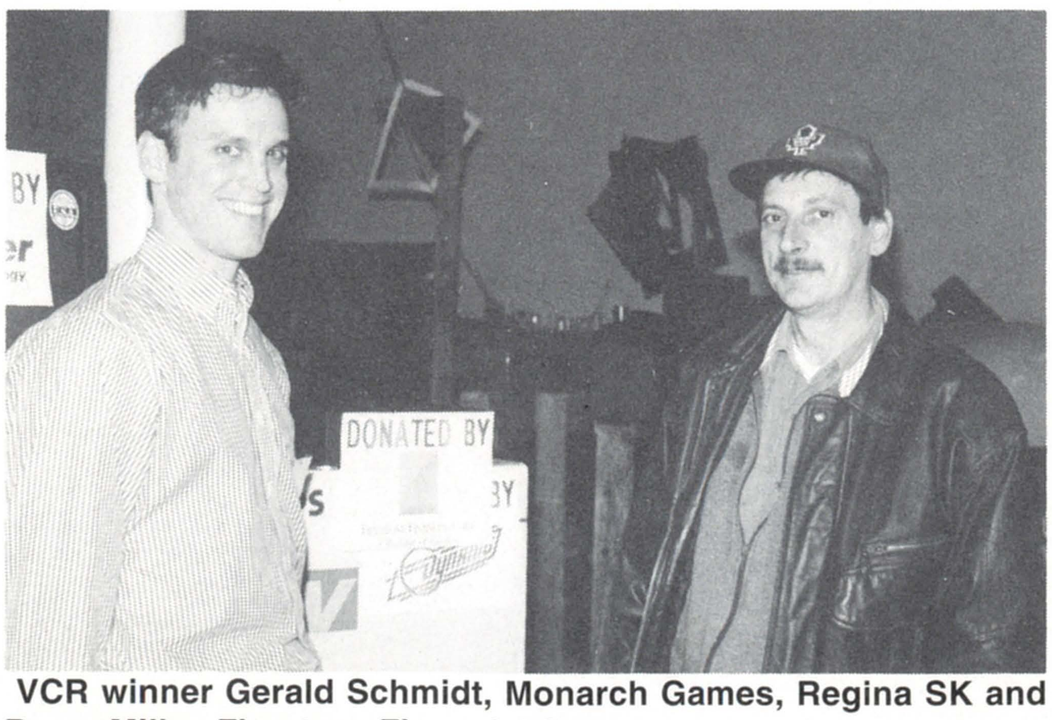
Ken Lee of Beaver Coin and Donna Weiss, CAGS with television donated by Premier Technology.



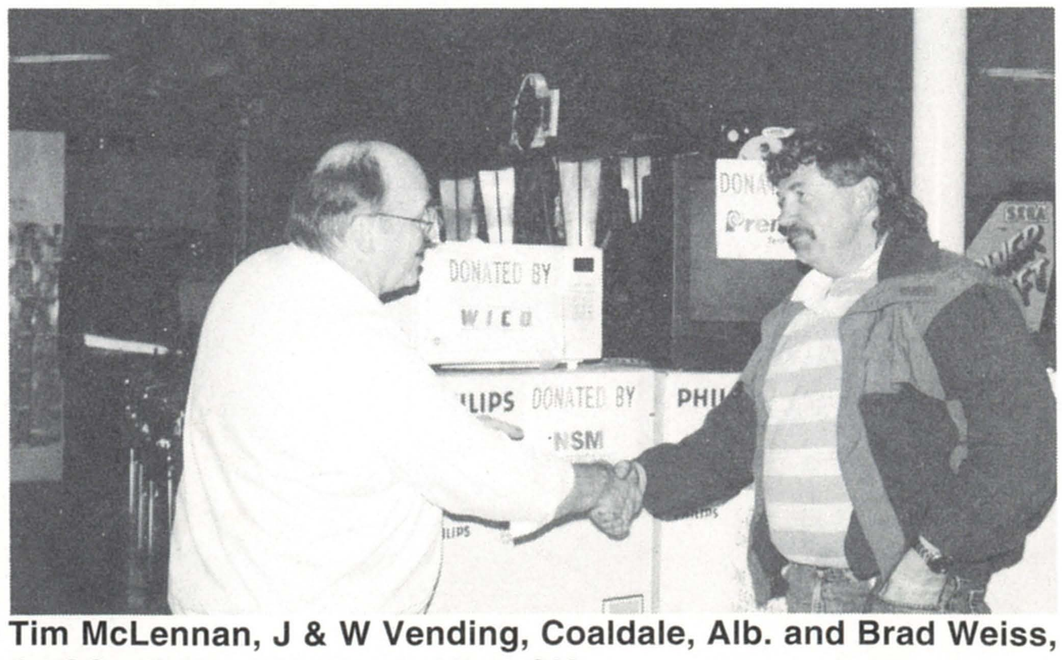
Microwave winner Monty Archer, Archer Services and Dan Toft of Wico Corp.



Dynamo Corp. representative Damon Paramore congratulates television winner John Spink of Spink Enterprises.



VCR winner Gerald Schmidt, Monarch Games, Regina SK and Bruce Miller, Firestone Financial Corp..



Tim McLennan, J & W Vending, Coaldale, Alb. and Brad Weiss, CAGS with the TV donated by NSM.

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INDUSTRY NEWS

Up The CN Tower For The United Way

NSM Sales at Gilchrist Vending Go Sky High

Two Toronto newspapers carried stories, Oct. 28, 1994, about how two ''fitness fanatics'' carried a NSM jukebox up the 1760 steps of the world's tallest standing structure all in the name of charity during the 16th annual CN Tower Stair Climb.

The jukebox was donated by T.W. Gilchrist Vending in Toronto. The stair climber/jukebox carriers were Ray Dilling and Jim Dean, who have carried everything from a refrigerator to a dismantled four-wheel drive vehicle up the more than 350 metres to the tower's middle deck. Team climbs have raised more than $1 million for United Way over the past 16 years.

Craig McCrae from T.W. Gilchrist said, ''We felt that it would bring jukebox popularity to 'new heights', while helping out with a good cause. Seeing as they were going to be carrying it up the stairs of the world's tallest building, we offered to help by taking the elevator, but the United Way was set on making their point known the hard way.'' The juke also provided the music for the party at the top.

Forever the salesman, McCrae adds, ''So, next time one of your route movers complains about having to move a Juke up a flight of stairs, and says that it can't be done, do two things, first show them the newspaper articles and secondly, make sure they're carrying NSM.''



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Laniel Canada's proud team of people who helped bring the new TTC token vending machine to light.

Laniel's First TTC Machines Delivered

The proud folks at Laniel Canada delivered their first 32 of 94 machines to the Toronto Transit Commission, Oct. 16, 1994.

Laniel Canada was awarded the contract with the TTC after winning a tender bid earlier this year.

The TTC's special wheelchair accessible token dispensing machines will be on location in Metro Toronto's subway train stations.

Laniel Canada Buys Distro-Vend

Laniel Canada Inc. of St-Laurent, Quebec has announced its acquisition of the company Distro-Vend Equipment Ltd. on Nov. 1, 1994.



Robert Charbonneau

The company is also particularly pleased to welcome Robert Charbonneau, vice-president of Distro-Vend Equipment Ltd. to Laniel Canada and are sure that he will continue to offer his clientele the "same excellent service."

Laniel Canada Inc. est heureux d'annoncer l'acquisition de la compagnie Distro-Vend Équipements Ltée en date du 1er novembre 1994.

Nous sommes particulièrement fiers d'annoncer que Monsieur Robert Charbonneau, vice-président de Distrovend Équipements Ltée, se joint également à notre organisation et continuera d'offrir le même excellent service.

Concord Confections Opens Dublin Office to Serve Growing European Market

Concord Confections Inc., the Canadian-based gum ball manufacturer, opened a new office in Dublin, Ireland, Oct. 1, 1994, to better serve the company's growing European market. Concord Confections also has sales offices in Chicago and Arlington, Texas.

The company has appointed Brendan Roantree, former marketing manager of Leaf Ireland, as director of European sales for the new Dublin office. Roantree was with Leaf Ireland for five years.

All manufacturing operations are conducted at Concord Confections' 80,000 sq. ft. facility attached to the company's Canadian headquarters in Concord, Ontario, just outside Toronto.

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INDUSTRY NEWS

Data East Reorganizes

With the recent sale of Data East Pinball, Inc. to Sega Enterprises Inc. (USA), Data East USA, Inc. has established a sales office at 1850 Little Orchard Street, San Jose CA 95125 for video and redemption products. Data East's Coin-op division, including customer service, will open its new headquarters at 260 Stanley Street, Elk Grove Village, IL 60007 in November.

Max Fujimoto has been appointed coin-op vice-president and brings more than 10 years of coin-op video game experience to the position. Kristen Montgomery has returned to Data East as national sales manager and will be based out of the San Jose sales office. Heading up the customer service and technical department as manager of operations and engineering is company veteran Steve Novak. His duties will also include overseeing Data East's contract manufacturing in the Chicago area.

Meanwhile, new Sega Pinball's president Gary Stern recently announced the official and legal name change to Sega Pinball, Inc. along with a new logo. "As Sega Pinball, the industry can expect to see some pretty exciting stuff out of us."

Canadian Manufacturer Goes Global

Pentranic, a Canadian-based monitor manufacturer, has its eyes on the global amusement market. After years of supplying tubes for monitors and colour sets, notably for China, the company entered the monitor manufacturing industry six years ago. Although it markets in Canada and the U.S., its biggest successes have been abroad, especially in Australia. Recognizing that different magnetic fields affect the operation of monitors in different parts of the world, Pentranic manufactures monitors to suit specific markets.

The key to the company's success, James Lee, company president claims, is high quality products, competitive prices and flexibility. Pentranic offers a range of products, including the Series 1000--inexpensive but reliable monitors--and the state-of-the-art Series 2000. Pentranic will also customize monitors to meet customers' needs.

Currently raising its profile in North American markets, Pentranic recently gained a foothold in Europe with the opening of a subsidiary in Glasgow, Scotland. Pentranic Europe Ltd., partly owned by Pentranic Inc., is headed by Ali Murray, Asif Habib and Allan Ewart. Despite a downward trend in the sale of European monitors for the amusement industry, the entrepreneurs are predicting a successful future for the company. James Lee stresses that new markets are always emerging.

While there are plans to begin manufacturing in the U.K. as soon as possible, Pentranic will take one step at a time. Ali Murray says the move to manufacturing must be a "natural progression". In spite of this caution, Murray makes it clear that the management team at Pentranic Europe Ltd. is optimistic because they are a company that really cares about the quality of its products. ❑



Keith White from NSM and Jean-Pierre Gauthier, service manager at Laniel Automatic.

Laniel Automatic: Another Successful NSM School

Held Oct.. 25, 1994, this jukebox service school at Laniel Automatic in Montreal, Que., taught again by NSM's Keith White attracted several operators and their technicians from across the province.

Some 35 people attended this seminar and a special lunch was again held at the Beaver Club, downtown Montreal.

The school was held as part of the ongoing commitment by Laniel Automatic and NSM to provide the most up-to-date technical information about their products.

Laniel Automatic plans more service schools for NSM and other manufacturer's equipment it distributes, in the new year.



Operators and technicians attend NSM seminar at Laniel Automatic.



Lunch at the Beaver Club.

CALENDAR

Leisure EXPO '95

January 19-21, 1995. Orange County Convention Center, Orlando, FL. Contact: Al Barry, tel: 305-448-7976, fax: 305-448-4630.

ATE International

January 24-26 1995. Amusement Trades Exhibition International & International Casino Show, Earls Court 1, London, England. Contact: ATEI; tel: 44-71-713-0302 fax: 44-71-713-0446.

PAPA 5

February 3-5 1995. World Pinball Championship-Judgement Day. Park Central Hotel, New York City, NY. Contact: PAPA 5 Hotline; 800-FLIP-OFF.

ACME '95

March 23-25, 1995. American Coin Machine Expo at the Reno Convention Center, Reno, Nevada. Contact: William T. Glasgow, Inc., 708-333-9292.

East Coast Coffee Convention

March 30-April 2, 1995. East Coast Coffee Service Convention, Philadelphia Marriott Hotel, Philadelphia, Penn. Contact: Roger Rigoli, 718-625-3100.

NBVA '95

April 6-9, 1995. National Bulk Vendors Association Convention & Show at the Fontainebleau Hilton, Miami Beach, Florida. Contact: NBVA; 312-621-1400.

Western NAMA

April 20-22, 1995. National Automatic Merchandising Association Western Convention and Trade Show, Reno/Sparks Convention Center, Reno, Nev. Contact: NAMA; 312-704-4140.

NCSA '95

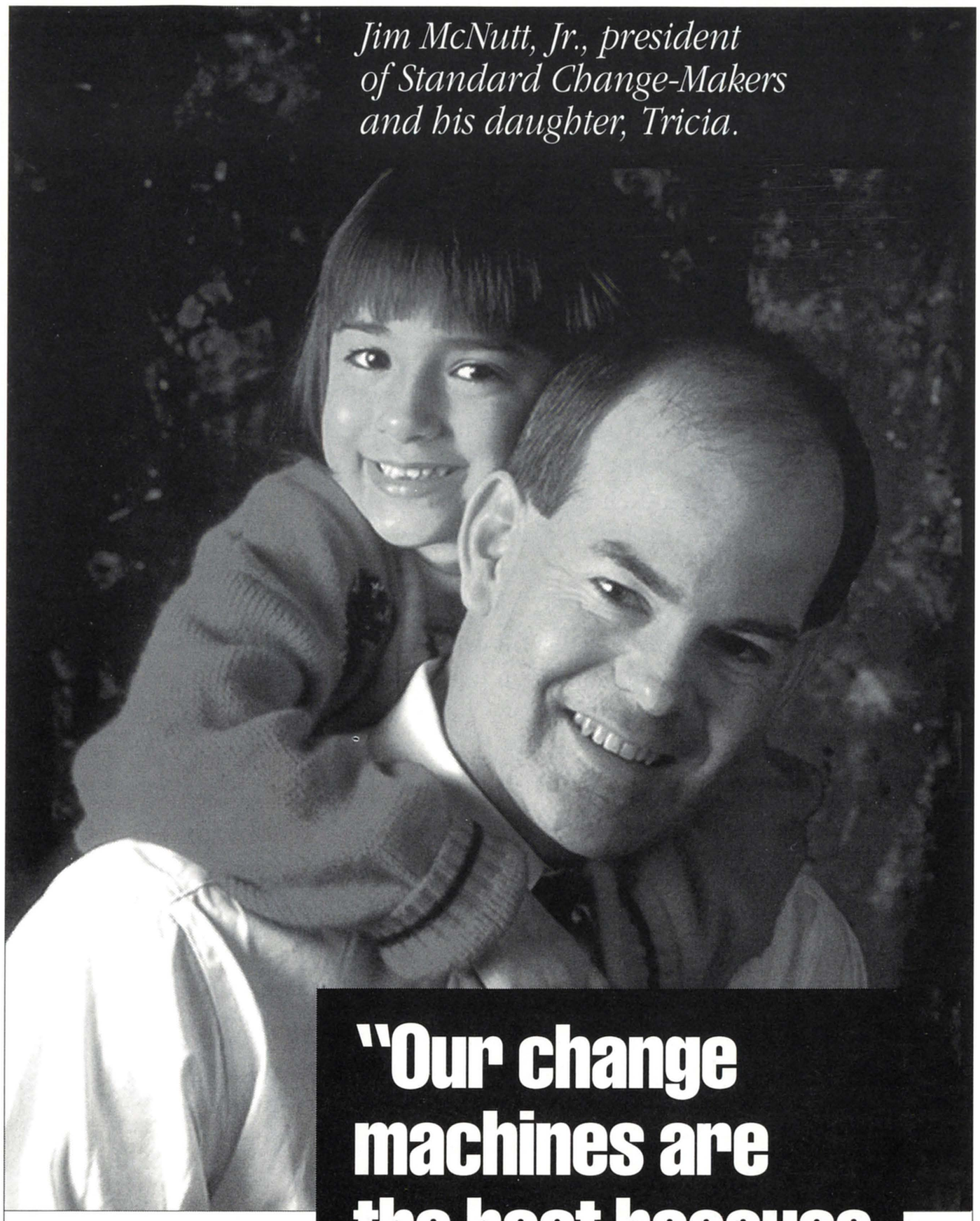
July 12-15, 1995. National Coffee Service Association Annual Convention & Trade Show. Buena Vista Hotel, Orlando, Fla. Contact: NCSA; 703-273-9008.

AMOA Expo

September 21-23, 1995. Amusement & Music Operators Association Expo, New Orleans Convention Center, New Orleans, Louisiana. Contact: AMOA; tel: 312-245-1021, fax: 312-245-1085.

77th Annual IAAPA

November 14-18, 1995. International Association of Amusement Parks and Attractions Convention & Trade Show, New Orleans Convention Center, New Orleans, Louisiana. Contact: IAAPA; tel: 703-836-4800, fax: 703-836-4801.



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Obituary

Ralph Winfield: A True Businessman and Gentleman

The industry was saddened to learn of the recent death of Ralph Victor Winfield, founder of Ralph's Automatic Coin Machines and the Winfield Group of companies—one of the largest coin-operated amusement operation/distribution networks in Canada.

Ralph died peacefully, Oct. 13 at the age of 51. Services were held Wednesday, Oct. 19, 1994. Donations to the Cancer Society were accepted by the family in lieu of flowers.

"It is a shock to the industry let me tell you," said Jean Coutu, of Laniel Automatic on hearing of Winfield's battle with Cancer. The two were good friends and colleagues for many years. "How can I stop thinking about it. He was a nice person, a true businessman and a gentleman." A grieving Coutu continues, "He was a man of honour. His word was gold and he was always ready to help people and the industry. He was devoted to the industry, not only in words but in action. He was a great man." Coutu emphasized how Ralph never used his location in British Columbia as an excuse not to attend association meetings in Ottawa or any other important industry function. "He and his staff were at the disposal of the Amusement Machine Operators of Canada," added Coutu who has also served as a director on the association.

"Ralph touched a lot of lives," said his friend and employee Orly Friesen, president of the AMOC.

Jim Niblock of Canadian Coin Machine added, "It's amazing how many people knew and liked Ralph as was evident from the large turnout of industry friends and family at his funeral." Ralph was also a very private person. Niblock, although he spoke to him every day has discovered since his passing, that there's a lot to the man many people didn't know, such as the fact he played professional hockey before embarking on the coin-op business full-time.

Ann Winfield, who has always been very involved in the business stated in a letter to friends of the industry and business associates, "In accordance with Ralph's wishes and the Group's motto, "Looking to the Future," we will continue to carry on business as usual." She adds, "As the other founding member and Ralph's partner for the past 27 years, I will assume the position of Chief Executive Officer. I will be assisted by Laurie Winfield as the Group's comptroller and Manu Desai C.A. as a special consultant. In addition, we have the valued support of all management and staff."

Ralph's positive spirit will live on with his wife Ann and daughters Valdean and Laurie. He is also remembered by mother Martha; mother in-law, Ann Lohrenz; relatives, friends, employees and business associates.

Born in Winnipeg, Manitoba, in December 1942, Ralph Winfield played professional hockey in the National Hockey League's Toronto Maple Leafs minor farm team system



Ann and Ralph Winfield at one of manyAMOA trade shows they attended together.

travelling extensively. He began to dabble in his brother-in-law Vern Lohrenz's jukebox route before retiring from hockey to take on the coin-op business full-time in 1967. He ended his hockey career playing for the Victoria Maple Leafs on Vancouver Island.

"Word has it he started in the business with a jukebox and station wagon," said friend and employee Gene Peacosh, National Operations Manager for The Winfield Group. "I think he was just a smart man. He saw more of a future for himself in the coin-op amusement business than in hockey."

From jukeboxes to family fun centres, Ralph kept up with the trends and expanded his business to become the largest in the country. He kept a close eye on the directions the industry was taking such as virtual reality and redemption and most recently opened an indoor go kart track and fun centre in Ontario.

Included in the Winfield Group of companies is Adanac Financial Corp.; Interprovincial Amusements Ltd.—a company that operates games from Alberta to Newfoundland; and Ralph's Automatic Coin Machines Ltd.— head office which operates out of B.C. The Winfield Group is also the majority shareholder in Canadian Coin Machine Distributors, Burnaby, B.C.; American Coin Machine in Portland and Seattle and an operating division, Interstate Amusements out of Washington state.

The last special event Winfield attended within the industry was the Valley Recreation Products' 50th Anniversary celebration for distributors held in Orlando, Fla., Sept. 9-10, a mere month before his death. He was too ill to attend the AMOA show, 12 days later.

James Griffiths, vice president of international operations for Valley commented on meeting Ralph Winfield for the first time after hearing so much about him, "I can sincerely say that I cannot recall having met anyone that I became so comfortable with so quickly. It goes without saying, but I was shocked to hear of his passing and will now value more than ever the opportunity—indeed, the blessing—I received in being able to meet and visit with him in Orlando,'' said Griffiths.

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Dick Shelton, president of Valley Recreation Products echoed Griffiths sentiments, "We were most saddened to hear of Ralph Winfield's death and now especially cherish his recent visit to our corporate celebration in Orlando. Ralph was an exceptional businessman, without question, but more importantly, a man that had a unique ability to live every moment to its fullest. It was undoubtedly this combination of attributes that fuelled Ralph's great successes both within and outside our industry. Ralph enjoyed the respect and admiration of all of us at Valley. Please allow us to extend our most heartfelt sympathy to Ralph's family and loved ones."

It is without doubt that all other companies Ralph has dealt with over the years have similar sentiments to Shelton and Griffiths.

Ralph you will be dearly missed, and we're sure that your family will continue your positive spirit and make you proud as they have promised. Canadian Coin Box expresses deepest condolences to Ralph Winfield's family and all his staff, friends and colleagues. ❑

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PEOPLE

Shelton Valley President/CEO

Richard B. Shelton has been appointed President and Chief Executive Officer of Valley Recreation Products, Inc., Bay City, Michigan. Effective October 1, the announcement was made by Charles P. Milhem, who has held the position of President since January 1979, and who now becomes Chairman of the company.


Dick Shelton

A 28-year veteran with Valley, Shelton joined the company in 1966 as Assistant Manager of the Specialty Wood Products Division, in Shakopee, Minnesota, becoming Plant Manager in 1974. In 1976, he moved to Bay City to become Vice-President Manufacturing, and was named Senior Vice-President and General Manager in 1992.


Charles Milhem

Valley has also recently announced the appointment of Bruce D. Allen to the position of Vice President of Manufacturing and Engineering. The announcement was made by Dick Shelton as President of Valley and is effective immediately.

In this new position, Allen assumes total responsibilities for manufacturing and engineering operations at all three Valley facilities, which include the Electronic Products Division at Sycamore, Illinois; the Specialty Wood Products Division at Shakopee, Minnesota, as well as the Bay City operation.

Allen joined Valley in 1981, working in the Engineering and Model Shop. He became Director of Engineering in 1984, Manager of Manufacturing Operations in 1989 and Plant Manager in 1992.

New at NSM

NSM America welcomes David Drouillard as Sales Manager for its coin-operated jukebox products throughout the United States, Canada, Mexico, and South America.

Drouillard brings to NSM a considerable sales background. He served as a Sales Representative for Proctor and Gamble for five years and, most recently, for four years as the Midwest Regional Sales Manager for Pioneer Laser Entertainment's CD jukebox line.

New at Atari/Time Warner

Tom Keil joins Time Warner Interactive (Atari) as a Regional Sales Manager.

Existing Sales Managers Jim Newlander and Elaine Shirley will be teaming up with Keil to divide North American distribution three ways.

A 25-year industry veteran, Keil was most recently with SNK as National Accounts Manager. Prior to SNK, Keil had been with Brady Distributing for 19 years as a Vice President in the area of Sales and Operations.

Keil will operate out of an office in Charlotte, North Carolina.

Scribner Joins Quick Silver

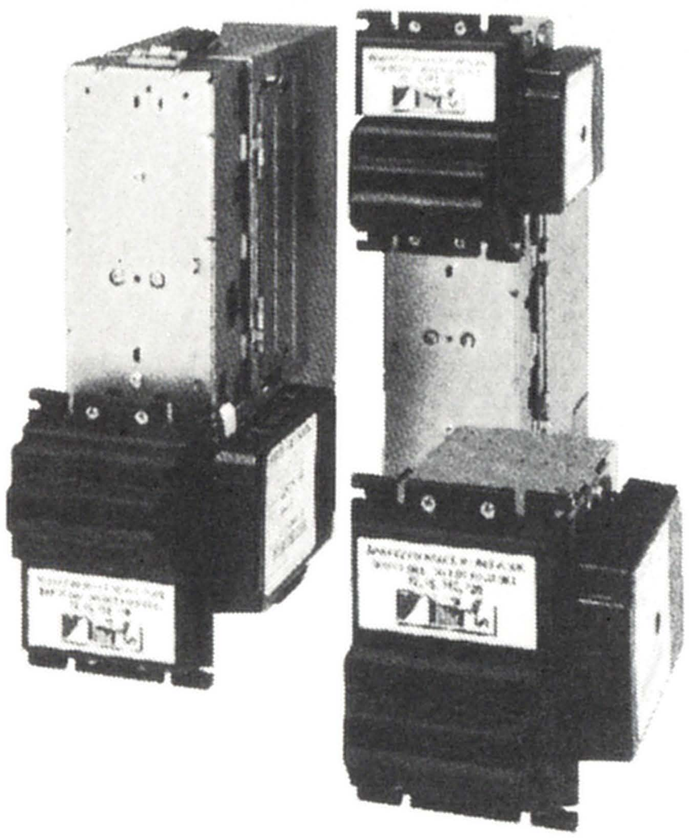
A long-time industry veteran has been chosen to head up worldwide sales and marketing responsibilities for Quick Silver's wide range of products and markets. Paul R. Scribner has opened a Southern California sales office and can be reached either through the corporate office in San Leandro, CA or directly at Quick Silver Development Co., 18782 Winnwood, Santa Ana, CA 92705. tel: 714-744-9011 fax: 714-744-9099.


Paul R. Scribner

If your company has news for our People section, send news release with photo to Editor, Canadian Coin Box magazine, 222 Argyle Ave., Delhi, Ontario, N4B 2Y2. ❑

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GAME MACHINE DISTRIBUTOR OPENS COMBO RESTAURANT/ARCADE

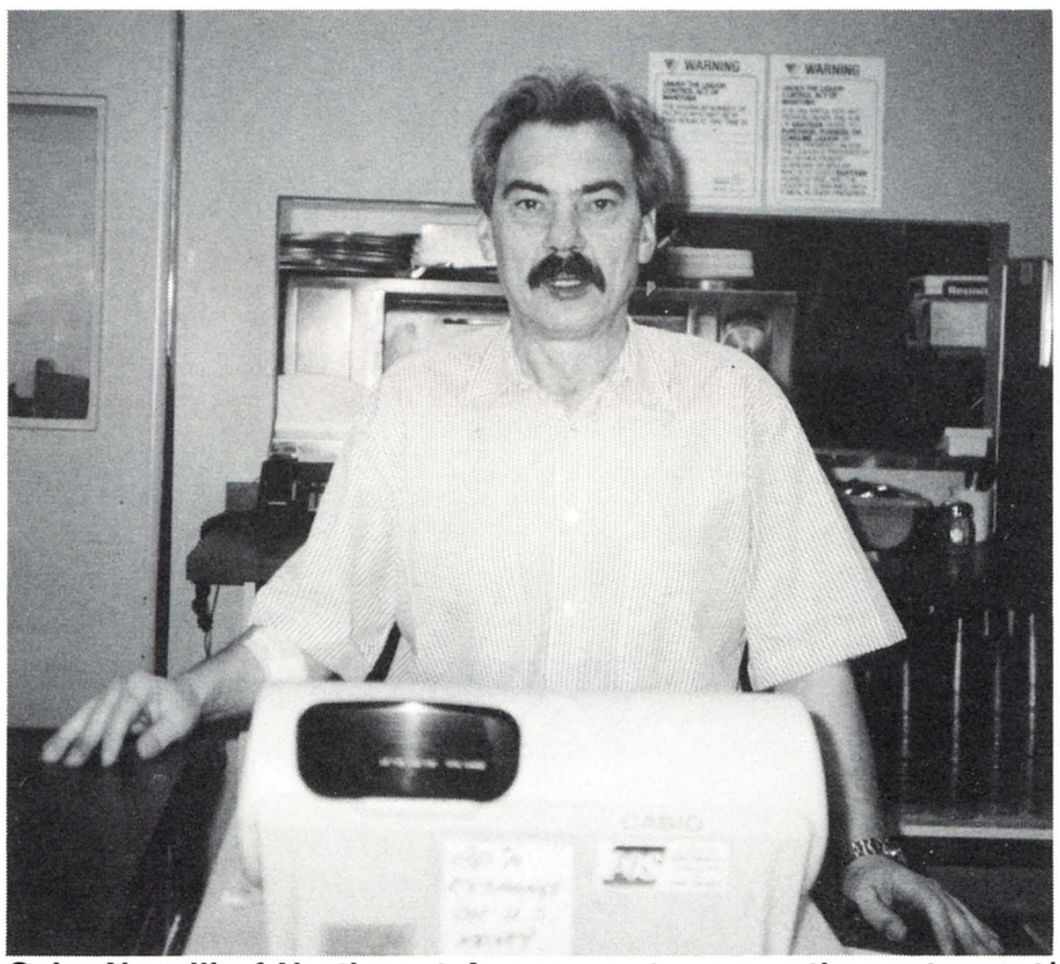
This new establishment enhances the family atmosphere

By Myron Love

With business in Manitoba on the slow side for video and pinball game distributors, Northwest Amusements (1977) Inc.'s Gabe Novelli decided to try something a little different. On Oct. 19, Novelli had the grand opening for Topo Gigio Italian Family Restaurant — a combination restaurant and video arcade.

Novelli started in the arcade industry 20 years ago with a pool hall and arcade in Thompson, Manitoba. In 1977, he became one of the new owners of the venerable Northwest Amusements.

He thinks his new venture is going to be "reasonably good." "It's the first time this combination has been tried," he says.



Gabe Novelli of Northwest Amusements opens the restaurant/arcade Topo Gigio in Manitoba.

Topo Gigio is located right next door to the McPhillips Street Station, one of two large gambling palaces the provincial government opened 18 months ago, with ample parking. As you enter under a large drawing of the mouse made famous on the Ed Sullivan Show, to your left is a 170-seat restaurant featuring fine Italian food and regular Canadian items such as hamburgers and chicken.

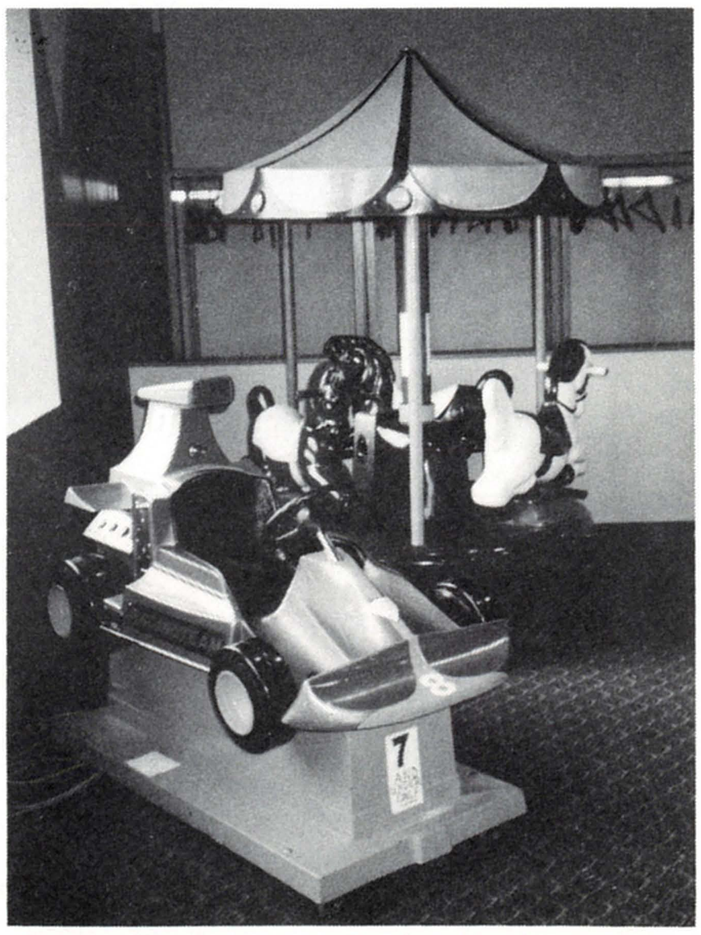
The restaurant is self-serve to a degree in that customers place their orders at a counter, but the meals are brought to the tables. "The pizzas take 20 minutes to prepare," Novelli says. "The other menu items we can prepare more quickly. By having people order at the counter, it saves the time of having a waiter go give them the menus, then come back for their orders."

Novelli's operation is a family-oriented restaurant with some children's coin-operated rides in the restaurant area. "We are trying to concentrate on the food side," Novelli says.

To the right of the doorway is the open arcade area with a variety of 45 video, pinball and ball throwing games and three coin-op billiard tables. "We weren't sure about the pool tables," Novelli comments, "but, so far, they have worked out pretty good. It is something dads and kids can do together." Novelli has noticed that Friday and Saturday evenings, most of his customers are teens, but Sundays are family days. "This is a good place for birthday parties and kids and teens and adults can enjoy Topo Gigio, too. We were trying to be different and I think we have succeeded." ❑



Current pinball hits are among the 45 pieces at the Manitoba restaurant/arcade.



Kiddie rides enhance the family atmosphere at Topo Gigio.

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

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"It's working just perfect. We love it!"

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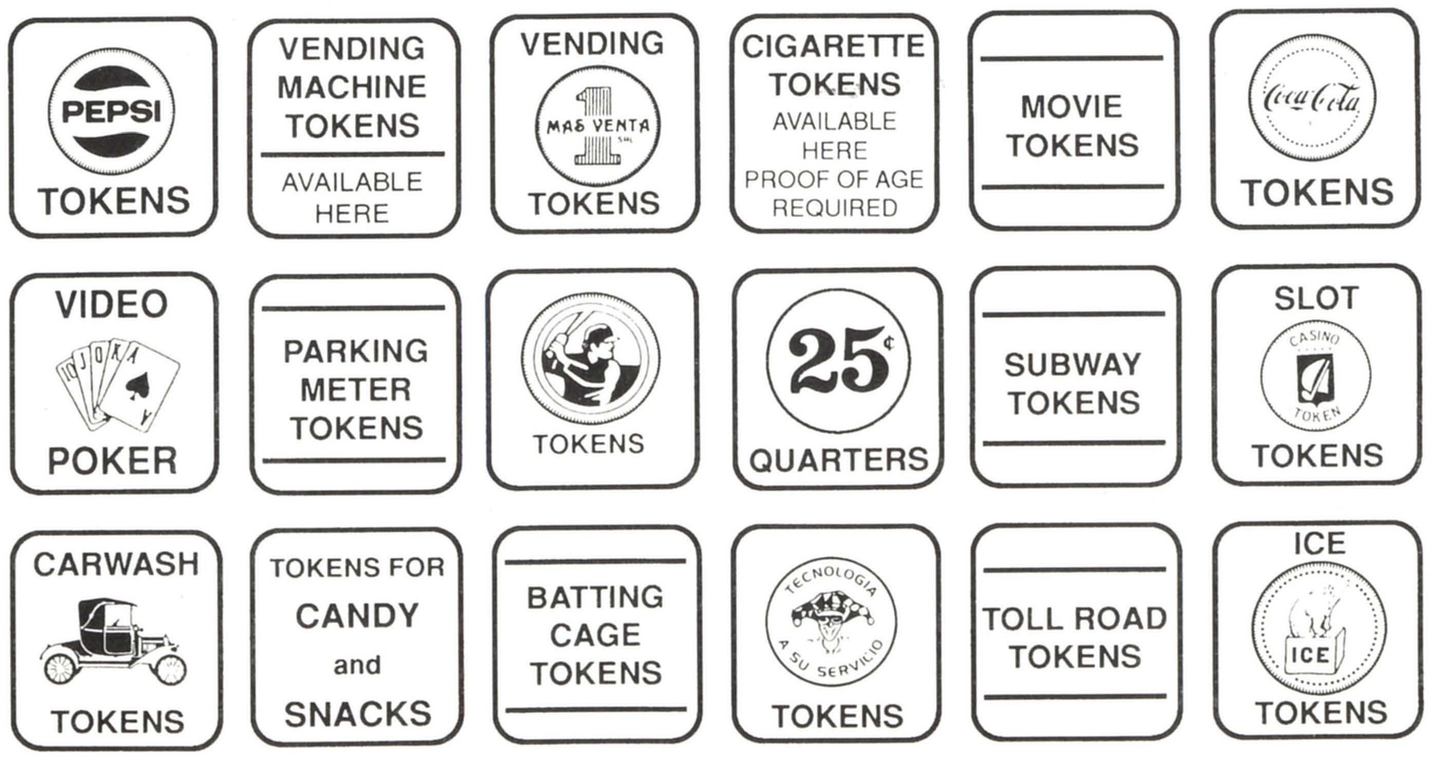
Token Size	Capacity	Token Size	Capacity
.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
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According to Tavern Owners...

COIN-OP POOL TABLES MOST POPULAR TAVERN GAMES

Coin Box asked contented customers what they like about the games in their establishments and their operators

The general consensus among tavern owners across the country is that pool remains the most popular coin-op game even in provinces where video lottery terminals abound.

Most establishments also have several other games, such as a pinball or driving simulator.

The standard agreement between operator and tavern owner is a 50/50 split, with a few exceptions, especially in the area of compact disc music.

Manitoba

There are three casinos in the province of Manitoba and video lottery terminals are generally confined to hotel beverage rooms. Coin machine operators are not involved in the government's VLT scenario and are turning to their pool tables and league operation as a main focus.

"VLTs are addictive," says Bob Basset, co-owner of both Winnipeg's Stock Exchange Hotel and Aactive Coin Machines, "but the pool tables still do quite well."

Bassett has 14 VLTs, four coin-operated pool tables and one solitaire machine in his hotel's Country and Western beverage room. Once the VLTs came in just over a year ago, he notes, interest in pinball games dropped to nothing in his and most other taverns in the city.

To take advantage of the continuing interest in pool, Aactive Coin Machines has organized a league modelled after one in Calgary, with 20 locations thus far involved. "We try to do the best for our customers," says Basset wearing his Aactive Coin hat. "We are constantly upgrading our equipment and we buy a lot of new equipment to try to improve business. We recover pool tables whenever needed."

Ontario

In the province of Ontario video lottery is not forthcoming in the near future according to government officials. Pool tables top the list among tavern pieces in popularity, but operators find it possible, depending on the size of the establishment and its clientele, to place a good mix of games in many locations.

Claude Lamonica, Claudio's Restaurant Group, Calgary, Alb.: "We are in a business which is open when most offices are shut down. We place a heavy demand on our operator. We expect flexibility.

At Toronto's Wheat Sheaves tavern, owner Jerry Borins reports that his most popular game is a Trivia Challenge which customers can try while they sit at the bar. His pool table however also appeals to his patrons' competitive urges. He also has a shuffleboard game and three pinball games.

Borins has owned Toronto's oldest bar (172 seats inside and 55 on the patio) for the past 25 years. He feels the games enhance his establishment.

"We don't have music," he explains. "Our customers enjoy the quiet." Borins says the games form part of the entertainment for customers. "Some of them have formed their own ongoing tournaments. We found out when we took out a pinball game that wasn't making much money, some customers got upset because it formed a part of their tournament," he says. "We don't often rotate our games because the customers like stability. When we do pull a game out it is often at the suggestion of customers or our operator who feels it is bringing in less income than expected."

Wheat Sheaves' games supplier is Tom Gilchrist of T.W. Gilchrist Vending. Borins praises Gilchrist for his prompt service. "He is very good with repairs and replacing balls and pool cues that go missing. He is down here quickly any time there is a problem."

At Jacobey's restaurant and bar in Cambridge, owner Linda Couch sings the praises of her operator Chris Sanfilippo of Cambridge Coin and just loves what pool has done for her place.

"My pool tables bring people in and keep them here, and it's incredible the revenue they bring in," says Couch. "Bringing pool in here is the best thing I've ever done." Of the other games, she describes them as ''inexpensive entertainment'' for her patrons, keeping them interested and giving them something to do—the end result being if they are occupied, they will stay longer.

Of her operator, Couch says she expects constant upkeep, prompt repair and feedback on how the games are doing. "I never have to worry about that with Chris," she says. "He is always here within 24 hours if there's a problem."

Couch also has a couple of bartop videos, a pinball and a floor model video game. "We're looking into a jukebox," she says.

The most popular coin box items in Dirty Nellie's in London, Ontario, are the four pool tables and the CD jukebox. "That is where everyone sits," says Lynn Skinner, who has owned the 148-seat (inside and out) bar for just over a year. She also has a trivia quiz and a pinball game in the establishment.

Skinner describes Dirty Nellies as the kind of place where the customers—almost all regulars—all know each other. She feels the games are a definite asset because it gives her customers something to do.

Most of the customers also participate in pool and darts leagues operated by Western Automatic Amusement, Dirty Nellie's games suppliers. What Skinner likes about Western Automatic and rep-

resentatives Greg Sinclair and Vince Leavey is that they are "a nice bunch of people and easy to deal with."

"They deal with problems quickly," she says, adding that there have been very few problems with the games in the year or so she has owned the bar. "They always let us know how the games are doing and change them when people aren't using them. They keep us supplied with new CDs too."

Skinner has no plans at present to bring in any new or additional games.

Quebec

The province of Quebec is unique in that due to the saturation of "grey area" video poker machines in the marketplace which used to be licensed by the government, and the number of operators who have depended on them as the major source of their revenue for several years, many licensed locations will have these games alongside the newly government-owned VLTs being operated by Lotto Quebec. Operators have turned to the courts to fight for their games.

Ron Bracken has a variety of pool tables, poker machines and arcade games as well as three VLTs each in his three country-style clubs (Ronnies Bar on Cartier, Gataboon and The Pioneer) in the Montreal area. Of the arcade games, he says his customers seem to like the shooting games best because they can become involved.

"They used to play a lot of arcade games," he reports, "but that has dropped off. People prefer the VLTs."

Tuesday nights are pool league nights at Bracken's bars. The league (of which the bars are a part) is run by his operator, Jean Pierre Auclair of Les Amusements Alouette Corp. "The pool tables and other games give people, especially the girls, something to do besides sit around and drink beer," he says.

From his operator, Bracken expects good service and that is what Alouette Amusements provide, he says. Auclair keeps tabs on how well the games are being received and replaces them whenever the cash receptacle is consistently low.

Bracken is not planning to introduce any new games to his bars in the near future unless something comes along that he thinks will be good for business.

A very unique situation exists at the Bistro Bar des Sportifs in Repentigny, Quebec, between owner Claude Gendron and amusement game operator Normand Michaud of Amusateck. On location are a video poker, pool table and various arcade games. Michaud owns the building that Gendron rents and the revenues from the pool table pay his rent. Once a month the regular customers have a little tournament on their own. Gendron keeps none of the table's revenue, but he does get everything over the bar. Also, on nights when there is live entertainment, the pool table is removed to make room for a dance floor. As part of Gendron's marketing strategy to get more families into the restaurant portion of his establishment, the arcade games are on free play and children under 12 get a free lunch if accompanied by an adult. So the best game for business from Gendron's point of view is the "grey area" video poker. "I'm interested to see what happens with the video poker. It does well for us," says Gendron. "It's in court right now."

Atlantic Canada

Video Lottery Terminals are by far the most popular piece of equipment in New Brunswick bars and taverns. Operators are involved in the government's VLT program here, owning and servicing the VLTs. In Prince Edward Island, where the VLT program also involves operators, the situation is similar.

In Newfoundland and Nova Scotia, however, operators paint a dismal picture. One Halifax operator said he virtually has no bars or taverns left on his route because some of the large licensed establishments have up to 12 VLTs in them and all other games had to be taken out to make room, even the pool table. In one case Dynamo's Solitaire, which simply incorporates the solitaire card game on a video screen and has nothing in common with video poker, irked government officials who threatened action if the game was not removed because it was considered illegal.

At Furgies Pub & Steak House in Sussex, N.B. the five VLTs are the most popular entertainment among patrons.

"We have a couple of pool tables," says Karen Dix, co-owner of the five-year-old pub, "but the VLTs get the greatest amount of play. We had some pinball games, but felt they were taking up too much floor space. The games are incidental to our business."

Dix describes Furgies as a small town bar. She notes the games enhance business by bringing people in and keeping them on the premises longer while they play.

Dix expresses satisfaction with Jack Stephen and Service Coin who supply her games. She appreciates the prompt response when problems arise and the company's willingness "to work with

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Western Canada

With the exception of British Columbia video lottery terminals operate here under the various provincial governments excluding the coin machine operator. The machines are a key draw for the establishment according to the tavern owners, however, pool and electronic dart leagues are very strong in western Canada, as operators have discovered them the best for business survival despite VLTs.

Claude Lamonica has a variety of VLTs and other coin operated games in his 15 Claudio's Restaurant Group Inc.-operated bars in Calgary. Some are more "restaurant", some are more "bar", he explains, and the type and number of games varies according the "concept" of each establishment.

"The games aren't the primary function," he says. "They are folded into the overall concept."

Most of the Group's locations, such as Shanks Athletic Club have a pool table or two. For older clientele, for example, Lamonica notes, quieter pinball games are more in demand. For a younger clientele, Claudio's outlets carry games tailored to their interests. "If used properly, games can be an asset to our kind of business," Lamonica says.

From his operator, Ralph's Automatic Coin, and its representative, Gene Peacosh, Lamonica says he expects "service." "We are in a business which is open when most offices are shut down," he says. "We place a heavy demand on our operator. We expect flexibility. Our job is to make our places as popular as possible. If we have to replace a game with a new one, it has to be done as quickly as possible."

Lamonica says, "Gene (Peacosh) is great." He describes Peacosh as easy to deal with, understanding the company's needs. ''He provides ongoing feedback on how well the games are doing,'' Lamonica says. "We work very well together."

Service Is Key

In order to prepare for this story, Coin Box called coin-op amusement operators across the country for a list of their best customers to interview. In some cases the operator and tavern owners have been doing business together for one to five years and in other cases it was two decades.

All the tavern owners demand "exceptional service" from their operators and they get it.

Operators know that in a lot of cases, if the owner knew how to service a jukebox, or pinball, or run leagues or provide cues and replace balls and cloth on the pool tables, they would probably buy their own equipment.

Of the equipment in bars and taverns VLTs, where "legal", are number one in popularity and revenue generation. Pool tables come in second. Coin-op darts where leagues are involved also do very well. The reason here is that these games "are the draw" into the establishment. Other games are there to keep patrons occupied after they have already come into the place. These games must keep them there longer, eating more food and buying more drinks. Tavern owners appreciate the games as long as operators keep them up and running. "Service is key" and tavern owners demand it and appreciate it, giving their loyalty to the operator in return. ❑

—By Sandra Anderson and Myron Love

76TH ANNUAL IAAPA TRADE SHOW AND CONVENTION DRAWS THOUSANDS

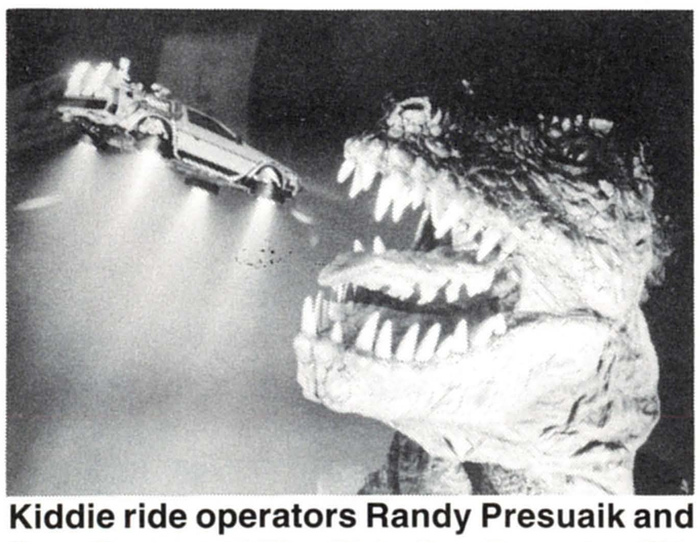
What seemed like the largest fair grounds ever known where everything was on free-play—the International Association of Amusement Parks and Attractions Trade Show at Miami Beach, Fla., Nov. 2-5, 1994 attracted some 25,000 people internationally. The show, the largest of its kind, boasted over 2500 booths and more than 800 exhibitors displaying their wares in four halls and Sunshine Plaza outdoor area.

New technology was featured in the Hi-Tech area of the floor, with plenty of virtual reality games, moving theatres and space balls. This technology seemed to be a highlight of the show, but due to its size, it is difficult to find a true focus and theme of this show.

Canadian attendance on the exhibitors list included 22 companies: Amusement Leisure Equipment Ltd. (Worldwide), Calgary, AB—waterpark construction; Ascension Productions, Inc., Edmonton, AB—Hi-Tech equipment and services/laser/special effects; Creative Carts & Freezers, Downsview, ON—food, beverages/preparation equipment; Dinorassic Enterprises, St-Evlalie, PQ—shows/productions/animals/marine; Dobco Enterprises Ltd., Brampton, ON—midway skill games and devices; FKL Kartworld Go-Karts, Ajax, ON—GO Karts, water related equipment; Forrec, Toronto, ON—amusement park construction; Go Manufacturing, Inc., Markham, ON—water related equipment/supplies/boats; Gould Manufacturing, Winnipeg, MB—antique car rides; Imax Corp., Toronto, ON— Hi-Tech film production; Interactive Simulation Inc./SimEx Attractions, Toronto, ON—virtual reality equipment and services; Leisure Activities Unlimited, Aurora, ON—tent supplies/children's play equipment; MDG Fog/Smoke Generators, Montreal, ON—laser/special effects/lighting; Machine-O-Matic, Newmarket, ON—Beaver bulk vending equipment/stands; PEM Fountain Co., Richmond Hill, ON—fountains/landscaping/special effects; Pentranic, Inc., Ajax, ON—video monitors; ProSlide Technology, Inc., Ottawa, ON—waterpark construction/rollercoasters; Rick Davis Promotions/RDP Sports Shows, Toronto, ON—shows/production/stunts; SPI, Shallow Lake, ON—Family entertainment Centre Design/Architecture; Quebec Inc., Charlesbourg, PQ—Photographic equipment & supplies; the Vivid Group, To-



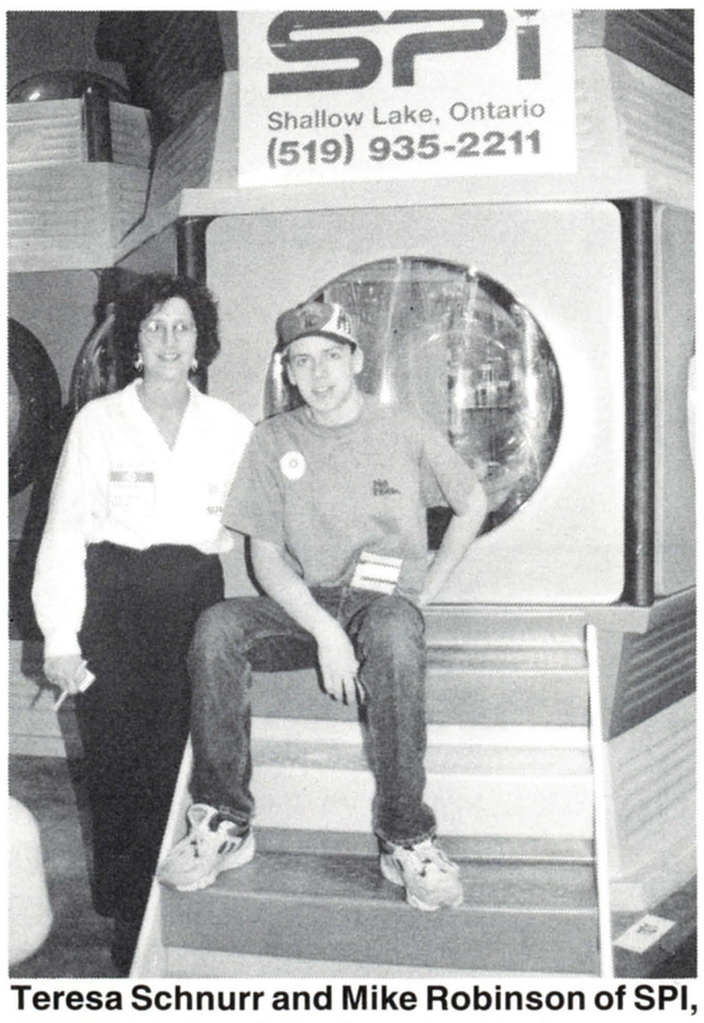
Street entertainers, music and fun greeted IAAPA showgoers at the Jackie Gleason Theatre of Performing Arts.



Kiddie ride operators Randy Presuaik and Sam Grosso of The Ride Co., Toronto, ON, take in the IAAPA show floor.



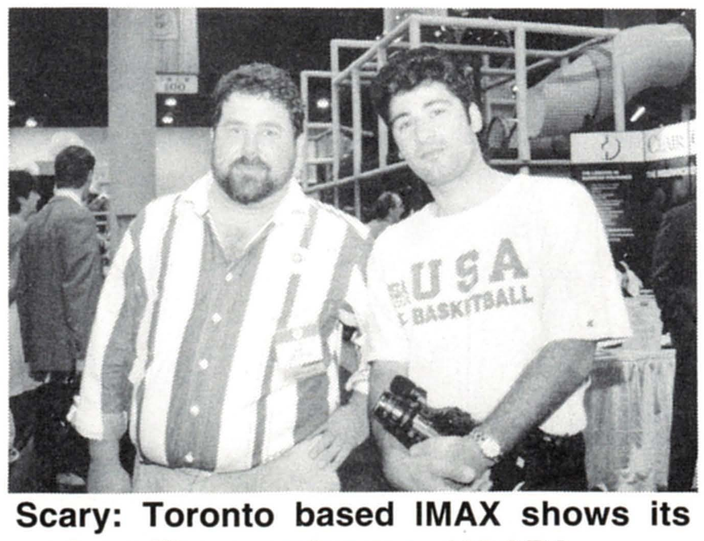
Virtual Reality was a main feature in the Hi Tech section of the IAAPA show floor.



Teresa Schnurr and Mike Robinson of SPI, Shallow Lake, ON, show family fun centre equipment.



Canadian Company, Dobco's Judy Hause and Plunkit, Wacky Wire and Crazy Curve.



Scary: Toronto based IMAX shows its various film experiences at IAAPA.

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Machine-O-Matic of Newmarket, ON, at IAAPA in their largest booth to date: (from left) Vili Dimitrovski, Greg McPhail, Malcolm Knight and Joe Schwarzli.



Looks good enough to eat: EMT's Tony Lantz, John Margold and John Tracy pose with the new hamburger kiddie ride.

ronto, ON—Computer systems software/Virtual Reality; and Whitewater West Industries Ltd./Whitewater Wave Systems Ltd., Richmond, BC—waterpark construction. Several Canadians were also among the winners of Brass Ring Awards—a contest for the best in brochures, print advertising, signage media kits, radio television and sales presentation videos.

A tactic IAAPA uses to keep people on the show floor and attending their events is the annual treasure hunt. The Participants have to collect something from an exhibitor in each exhibit hall, such as a giveaway or business card, then fill out a form to win tickets to either the Thursday night Beach Party at Penrod's; an IAAPA Directory and Buyers' Guide; tickets for the Saturday night IAAPA Banquet or a 1995 membership. The IAAPA marketplace was a one-stop shop for directories, publications; training videos; amusement industry surveys; safety programs; resource manuals and IAAPA souvenirs.

Jackie Gleason Theatre

A great way to kick off the show and add spice to the business meeting was the opening ceremonies and What's New Theatre presentation held in the Jackie Gleason Theatre of Performing Arts. They were fun, entertaining and informative.

New inductees into the hall of fame were announced at this event with awards being accepted by family and friends.

The annual banquet featured the fast paced musical show, Disneymania with the Walt Disney World kids, Mickey Mouse



Specializing in miniature buildings, Michel Dubois and Marc Garant of Owl Models, Montreal, PQ, are kings of their castles.

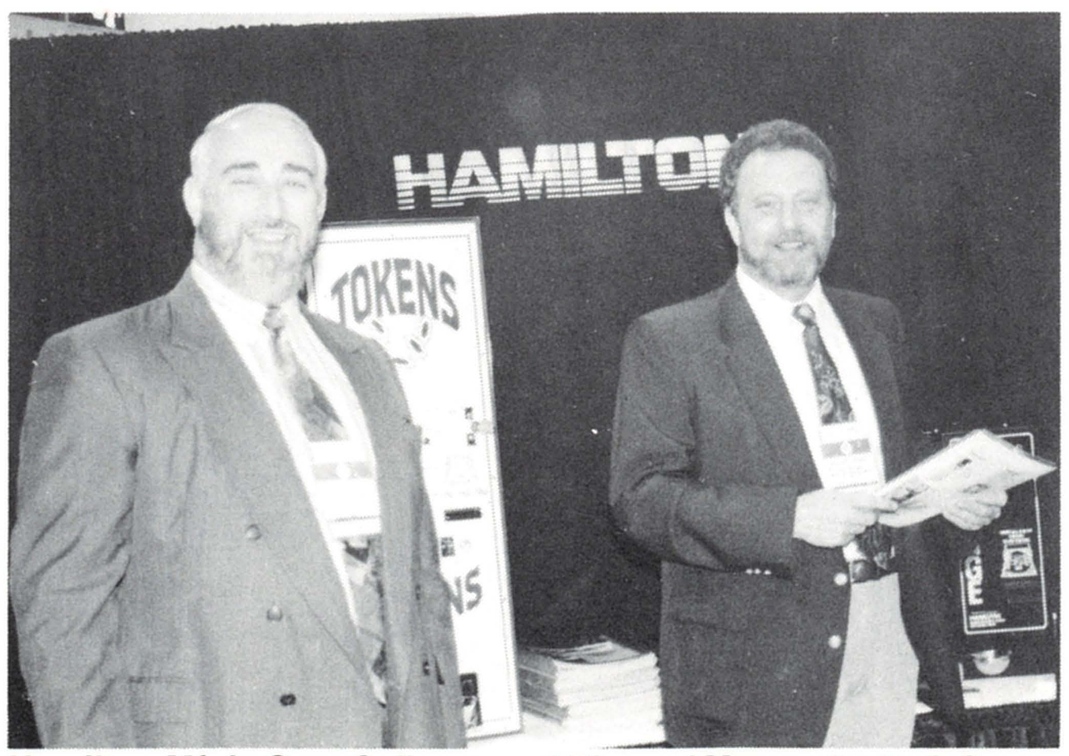
and all his friends. The IAAPA Beach Party featured California band PAPA DOO RUN RUN.

Everything needed for an amusement park or family fun centre could be found at this show which had a loud, elaborate amusement park feel. And as at a real fair, everyone who attended enjoyed it despite their sore feet.

Next year the IAAPA convention and show will be held Nov. 14-18, 1995, New Orleans Convention Center, New Orleans, Louisiana.



Toronto based Vivid Group showed their virtual video theatres. Here you glide through a video world on colourful saucers.



Hamilton Mfg's Gary Calhoun and Richard Mann with their flashy red & white changer designed for the amusement park market.



Dan and Marilyn Mills of Pole Position Kartways, Minden, ON with Pete Crumb of KFL with their Go Karts made in Ajax, ON.



Standard Change Makers' Barry O'Brien with their new token changer designed for batting cages.

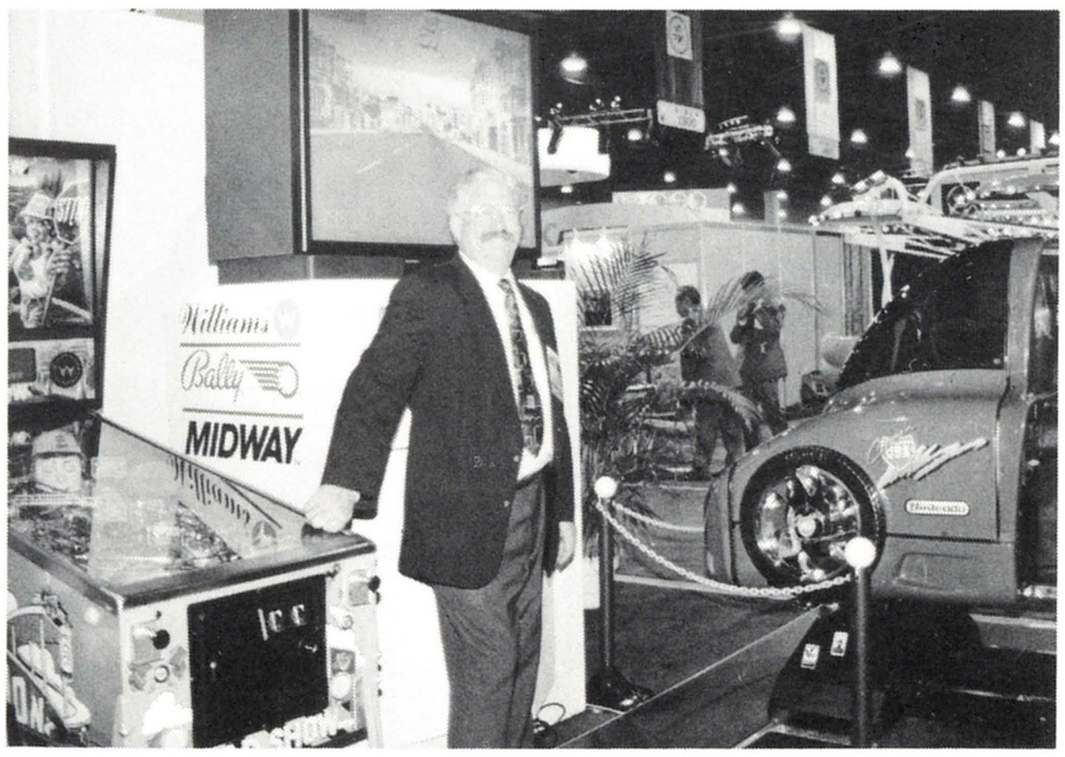


A company both Canadian and International: Pentranic's Jacek Gromadzki poses with their varies monitor Series 1000 and 2000.

The International Association of Amusement Parks and Attractions is a non-profit organization founded in 1918 to serve the needs of owners, operators and suppliers of amusement parks and entertainment facilities and attractions. It has 3500 members in over 61 countries. ❑



Taito's Anita Platacis, John Pipp and Yoshi Nakanishi with new La Cucharacha game to be released in March.



Williams, Bally/Midway's Tom Cahill with the Road Show pinball and Cruisin' USA driving simulator game.



A small booth for Dynamo: Lou Rudolph and Damon Paramore show Striker soccer and a battery operated kiddie car.



Gordon Bingham and Gayle Van Alstyne of Gould Mfg. , Winnipeg, Manitoba, specialize in Antique Car Rides and Concession Carts.

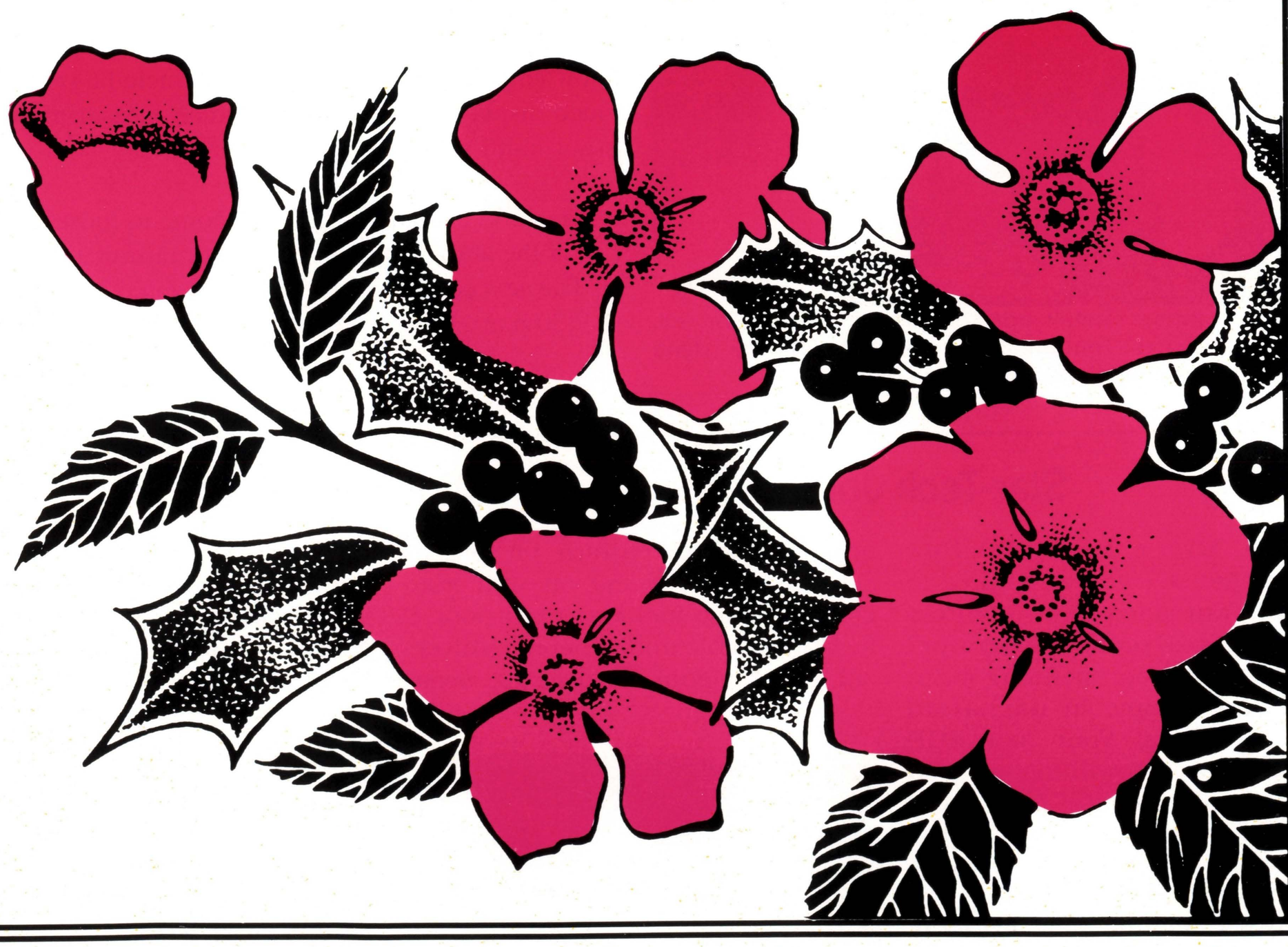
SEASON'S GREETINGS

As the holiday season unfolds, we'd like to take this opportunity to thank all of those who have helped us grow.

Our best wishes for a happy, healthy and prosperous 1995.

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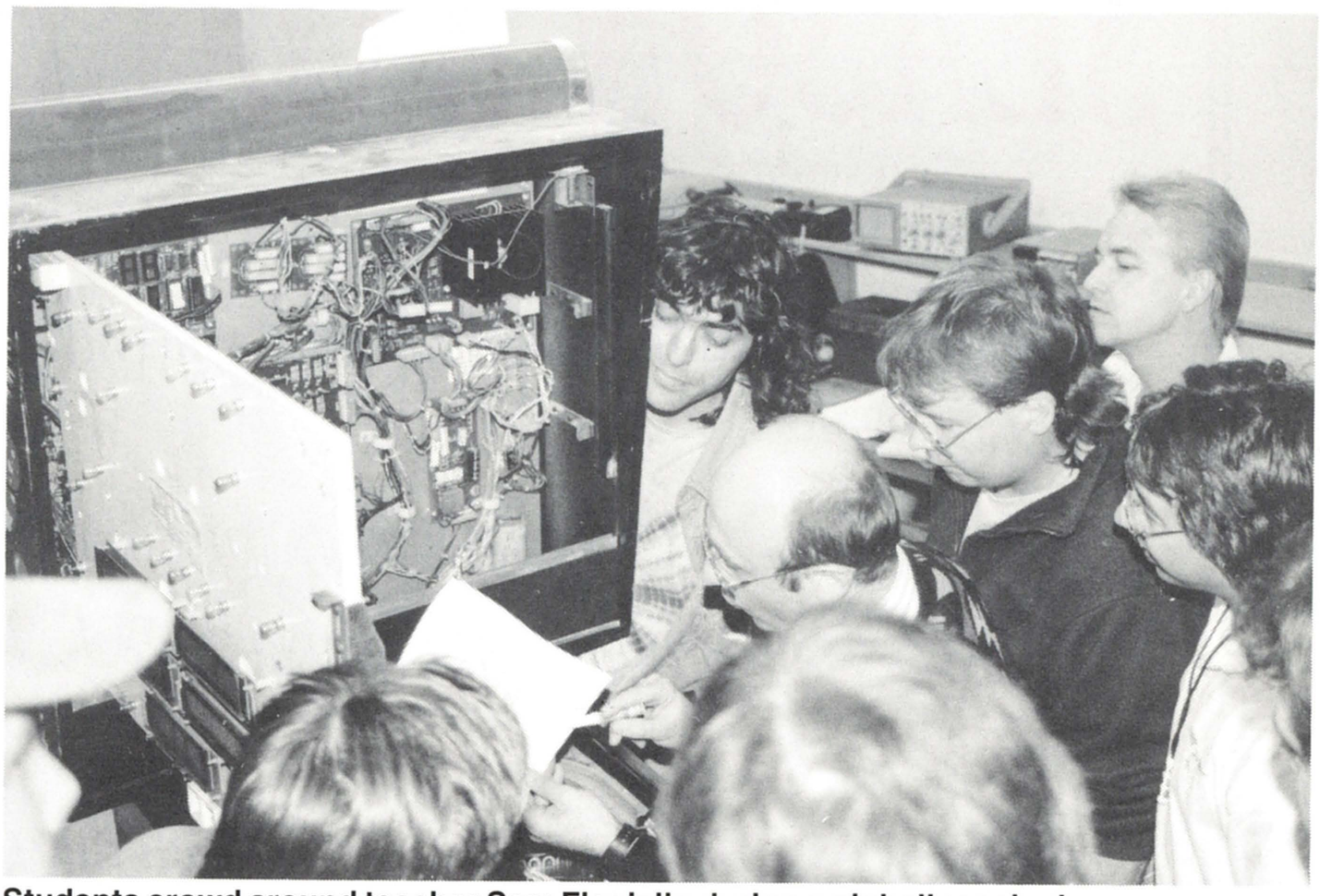


TECHNICAL CORNER

Sam and the Art of Pinball Repair

Welcome to the North Campus of Humber College, Toronto, ON, where Sam Flagiello of Starburst Coin Machines Inc., offers the only pinball repair course in Canada. With 25 years of pinball repair experience and a teacher's certificate to his credit; Flagiello has been teaching at Humber now for three years. Initially encouraged to teach by David Lloyd B.SC., Program Coordinator, School of Electronics at Humber College, Flagiello gave into his true heart's desire and hasn't looked back since.

"The class is always full," says Lloyd. A testimonial to the success of the course with students from various backgrounds ranging in age and experience between 25 and 40 years and little or advance knowledge.



Students crowd around teacher Sam Flagiello during a pinball repair class.

The class is broken up into beginner, intermediate and advanced students, is 15 weeks in duration and will offer approximately 2000 pages of technical literature and schematics and is currently running as of Sept. 12, 1994 on Mondays 6:30-9:30 at the North Campus of Humber College. For more information contact: Susan McNulty, program co-ordinator, 416-675-5010.



Lower left, clockwise: Pinball repair beginners; Steve O'Donnell, Bill Kapralos, Michael Teodori, Stuart Yack, Moe Sarwar, Reny Mallari and Pinbot pinball they're working on.

The course is designed to give the student a thorough knowledge of pinball and video repair including motherboards, video displays, as well as electronic measuring procedures using multi-meters and oscilloscopes and built-in diagnostics.

Flagiello extends a warm welcome to those interested to call at the above number for further information.

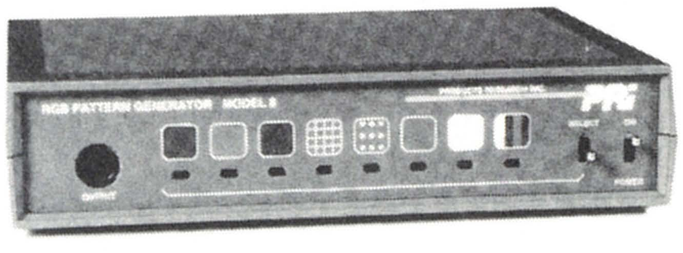
The next course begins Thursday, Jan. 12, 1995, 6:30 p.m. to 9:30 p.m., Course Number: ELIC703-50.

—By Ian Lloy

Star-Tech Journal Announces Pattgen Model 8

Attention Service Managers: How many times have you attempted to service colour video game monitors without an RGB pattern generator? Now you can stop spending extra non-profitable time in haphazard service attempts. Your new RGB Pattern Generator will insure good geometry adjustments, purity and convergence alignments. It's the light weight, low cost and compact *Pattgen Model 8* solution!

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Pattgen Model 8

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Contact Star-Tech Journal at P.O. Box 1065, Merchantville, NJ 08109, tel: 609-662-1080, fax: 609-662-0537.

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TOURNAMENT NEWS

VNEA Charter Holder Workshops

The VNEA held its 6th annual charter holder Workshop this past summer in Bay City Michigan.

Weekend events began with a 4-person Golf Scramble at Bay Valley's Golf and Country Club. Workshop participants then had a quick lunch and loaded buses headed for Valley Recreation Products for a thorough Plant Tour and got a first hand look at the manufacturing process and assembling of Valley pool tables.

Workshops included a welcome and brief words from the moderator and membership committee chairman, Brian James of Quality Amusement in Portland, Oregon, and Gene Urso, VNEA president. Then Gary Nelson of Stansfield Vending , LaCrosse, Wisconsin led a discussion on initial set-up of VNEA Pool Leagues. Next Vince Leavey of Western Automatic Amusement, London, ON, continued the discussion by reviewing aspects and advantages of a Junior League, with awards, instructional sessions, the International Tournament and much more.

The day ended with a conversation with computer specialists, Bill Nemgar and Bob Corrigan on the VNEA league computer software.



VNEA Charter Holder Workshops are an informative weekend.

Afterward workshop goers relaxed at a cocktail party sponsored by Valley Recreation Products.

The next day featured seminars on mid-season activities, common problems and solutions, local tournaments, banquets, fund-raisers, promotion and new ideas were discussed.

An Old Fashioned American Cook-Out was held in the evening followed by VNEA's first annual Charter Holder Pool & Dart Challenge.

Throughout the weekend, many new and innovative ideas were shared by the group and several new contacts and friendships were established. Thanks to the support of Valley Recreation Products and the many owners and league coordinators that participate, the 6th annual VNEA Charter Holder Workshop was a success.

A Canadian Inducted to First Ever VNEA Amateur Pool Player Hall of Fame

The opening ceremonies at the 14th annual international championships in Las Vegas, Nevada, this past summer, featured the induction of initial VNEA members in its first Amateur Pool Player Hall of Fame. Along with the honour came an exclusive Hall of Fame satin jacket, certificate and limited edition VNEA hall of Fame trading card set.

Tony Liburdi, of Town & Country Amusement, Windsor, Ontario, who has belonged to the VNEA 14 years and been playing pool for 25 years. Other inductees were Jack Dunbar, Derrick Music; Janene Hague, Dahlco Music; Dick Spitzer, Rushmore Amusement; and Larry Martin, Gapter Amusement.

After their induction the five Hall of Famers sat at tables for over an hour autographing their trading cards for the people gathered.

Send Tournament News releases to Editor: Canadian Coin Box, 222 Argyle Ave., Delhi, ON, N4B 2Y2, fax: 519-582-4040.



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COVER STORY. . .

IN THE EYE OF THE JUKEBOX STORM



For the last several years, NSM-America, the North American-based arm of the jukebox giant headquartered in Germany, have been telling operators there are big changes in the music-operating wind ... that they all should be prepared.

Prepared for just what, was unclear. But with the recent proliferation of magazine, television, and newspaper articles about super highways and digitally communicating, digging deeper by talking to NSM-America management and others close to the music side of our business, reveals some eye opening information.

One thing for sure: If you operate jukeboxes, you're compelled to educate yourself on what the technological ability to render music to a bunch of digits could mean to your coin-operated future.

"There's this place in a storm they call the eye ..."

That's how John Margold, Vice President of NSM-America, described the present state of the jukebox industry, qualifying with "But there's a huge profitable rainbow at the end for operators that are prepared, in our opinion ... and, so far, our technology team's opinion has been dead on."

Here's what's going on.

As we all know, music—and motion pictures, photos, text and most every other kind of information, for that matter—can now be rendered to digits, a series of zeroes and ones. Which means, you can pump them across a

telephone wire or through the air waves or through a cable. Then, a simple decoder can translate the digits back to their original form ... as photos or motion pictures or, and most critical to jukebox operators, music. It also means that they can be stored in any number of ways including computer hard drives and diskettes (magnetically) or, and again most critical to music operators, compact discs (optically). All said, once information of most any kind is just a bunch of digits you can store or transmit it in any number of ways. And the various storage and transmitting technologies and mediums—diverse as they may be, from computers to CDs—are perfectly compatible.



John Margold

They all speak the same language.

As for what it means to jukeboxes, NSM-America's John Margold says that, in a short time, "Operators will have the ability to offer their locations everything from continuous background music to pay-per-play music—any kind of music they want whenever they want it—without ever having to change a CD or even collect."

Margold added that operators will have the ability to offer literally tens of thousands of selections, by song or artist or category of music, and it can all be done automatically.

Further, Margold forecasts, there will be entire new profit avenues open to them—everything from product advertising to huge national contests they can participate in.

"The jukebox will become a musical entertainment center and be capable of providing the location with whatever it needs, automatically, and charge for the services it provides accordingly," Margold explained, "And, believe it or not, it will all be immensely easier to operate ... dirt simple."

So much futuristic talk, you say?

"Not at all," Margold commented, "I'd say it's just around the corner, but I don't think it's really even that far away ... the missing elements are now down to, primarily, developing efficient systems and procedures.

NSM's digital transmission and storage research and the interactive technology at the center of it is closing in on the coin-op industry.

You can't pick up a newspaper or a magazine without seeing at least one article about how you'll be ordering up current movies on your TV screen or how you can put your album of family photographs on CD's or how you can browse through books in New York City library on your computer screen.

Even closer to coin-op home, the recent formation of the National Amusement Network Inc. (NANI) by the American Music Operators Association (AMOA) is designed to essentially incorporate coin-operated amusement equipment into interactive technology ... and formulate specifications for future amusement equipment so that operators can take full advantage of the rapidly advancing technology.

So what's a music operator to do in the meantime?

According to John Margold, "Put your music route in the very best shape possible as very soon as possible ... absolutely, don't let it deteriorate ... install in as many locations as possible and secure the location relationships you already have."

Margold went on to say that the operators with "good location relationships" will gain the most the quickest from forthcoming technology.

"There are a number of outsiders, that is non coin-op companies, that will be looking to take over the music end of our industry—are right now—and the operators' greatest asset—the distinct advantage he has—is the allegiance of his location owners," Margold prophesied.

How about buying new jukeboxes now?

"In all honesty, although this will sound very self serving," Margold answered, "I wouldn't buy another new CD jukebox now unless it was an NSM ... we're the only jukebox manufacturer in the industry that has been building their jukeboxes to accommodate forthcoming technology ... that will not be readily obsolete.

That's not just so much sales talk, it's the simple truth ... as operators will shortly see.''

Asked for specifics, Margold used the analogy of the old wood counsel stereos that were so popular 20 or 30 years ago.

"Essentially, that's what all jukebox manufacturers have been making for many years ... even after we all went from 45RPM vinyl to CD boxes, most all manufacturers except NSM simply modified their changers to handle CD's and kept everything integral. So, just like the old integral counsel stereo systems, they're all but impossible to modify."

"Our high-speed changer—and everything else in our jukeboxes—are simple components. Just like home stereo systems are today. You can swap this component for that component and upgrade or add or whatever with some ease. Even our title strip mechanism is a simple, compact, entirely independent component."

Margold concluded, "Let me put it this way ... an astute operator should look very closely at the company behind his jukebox before making any future decisions, and that includes us. Operators can't just sit back and hope to wait out the storm, they'll likely be blown away if they do."

With the "storm" of technological activity surrounding us, including that within our industry—NSM-America believes we may well be in the proverbial "eye." And it behooves music operators to study up on what it could mean to them and how it applies to their current and future equipment purposes.

You may just find that rainbow coming out soon.

This story written by Harmon & Associates, Inc., Burnsville, Minnesota. ❑

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NEW PRODUCTS



Car Toon Racin'

Skee-Ball, Inc. proudly introduces *Car Toon Racin,* a one or two-player redemption race game in which players pit their pinball skills against one another to race Hot Rod cars down an illuminated roadway. Two exciting pinball playfields contain a variety of stationary targets, jet bumpers and a loop ramp shot which, when successfully triggered, cause the players' cars to move forward at different rates of speed. Each ramp shot lights a letter in the word TURBO to give the player an extra boost of power! The first player to reach the finish line is the winner.

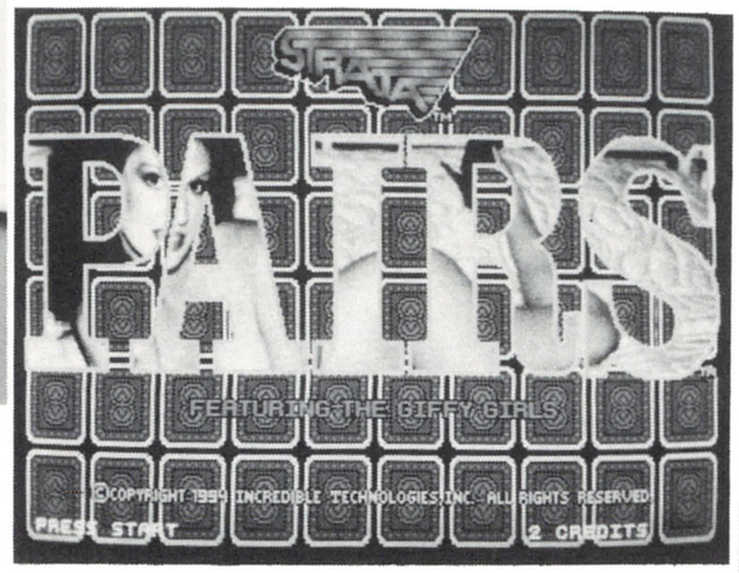
The game features colourful graphics and a sound package including California Surfing Style, Rock 'n Roll music, drag racing sound effects and voice prompts from the race announcer. Flashing lit flipper buttons and 3D molded race cars have also been incorporated into the design.

For more information, contact your local distributor, or for referral call Skee-Ball, Inc., 215-997-8900.

Strata's Pairs

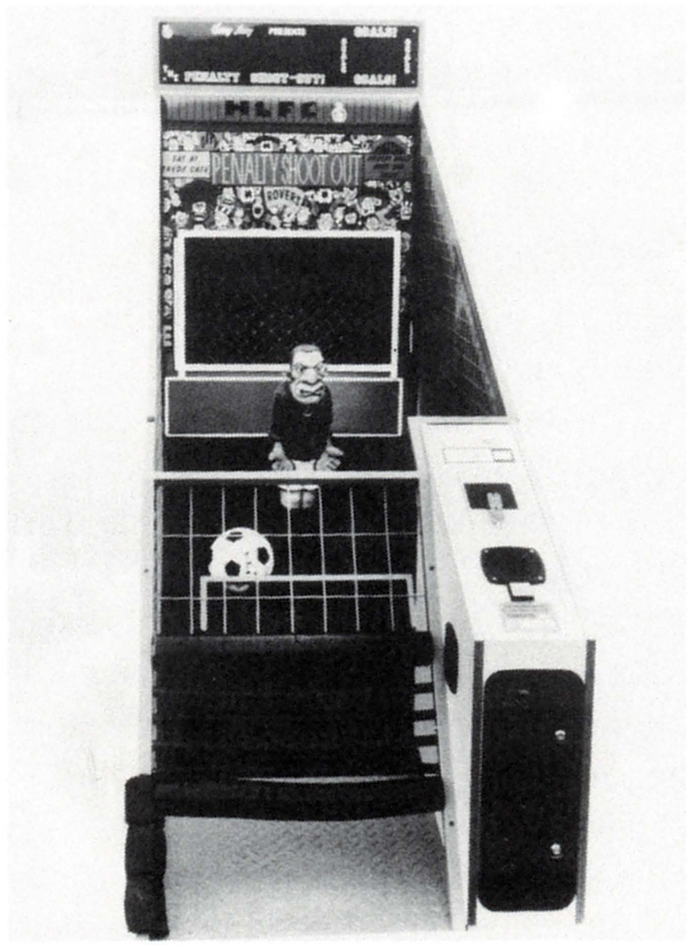
The Strata Group introduces *Pairs*, an easy-to-learn, fun-to-play video kit with addicting game play and rewards for game continues. Players turn cards over, searching for matching pairs. When a match is found, the cards disappear, revealing a hidden picture. Players try to remove all the cards from the screen to reveal the picture and advance to the next level.

Available in three different versions: the Adults Only Version features over 50 digitized pictures of women in various states of undress; the Family Version is appropriate for all ages and emphasizes game play, scoring and two-player play, rather than the digitized



scenes found behind the cards. The Redemption Version features colourful cartoon graphics and fast game action, geared especially for dispensing tickets.

For more information contact Strata at tel: 708-870-7027 or fax: 708-870-0120.



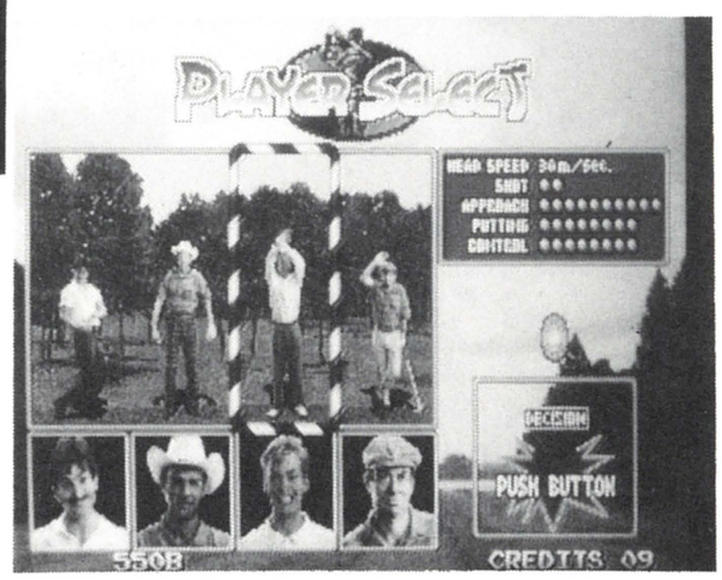
Penalty Shoot Out

Penalty Shoot Out is the latest sports-themed game from Coastal Amusements Inc. It offers the player the opportunity to win at soccer by kicking a full-size soccer ball past a moving goalie. The more goals achieved the higher the score and ticket award. The ball is returned to the player until the time expires and the retaining ramp locks the ball into place at game over.

Features include realistic sound effects, adjustable game play timer, adjustable coinage and ticket award, advanced state-of-the-art electronics, electronic score and timer display.

Dimensions are 36.25" wide x 108.25" deep x 80.25" high.

For more information, contact your local distributor, or for referral contact Coastal Amusements Inc., 601 Prospect St., Lakewood, NJ 08701; tel: 908-905-6662, fax: 908-905-6815.



Eagle Shot Golf

American Sammy is pleased to announce the addition of another video game geared for street locations.

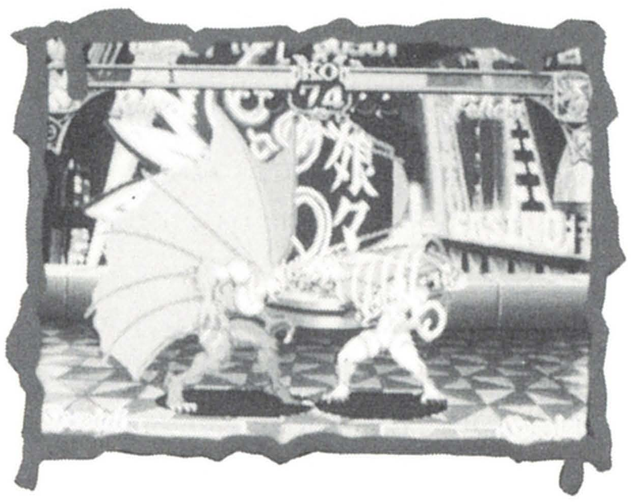
Eagle Shot Golf combines exciting digitized graphics with loads of options. Players can choose their players and his skills, as well as their clubs and balls, watch exciting overhead views and play a secret 19th hole.

Eagle Shot Golf is shipped as a complete trackball kit which is dip switch settable for joystick. It debuted at the AMOA Show in San Antonio.

For more information, contact your local distributor, or for referral contact Natalie Kulig, 708-364-9787.

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NEW PRODUCTS



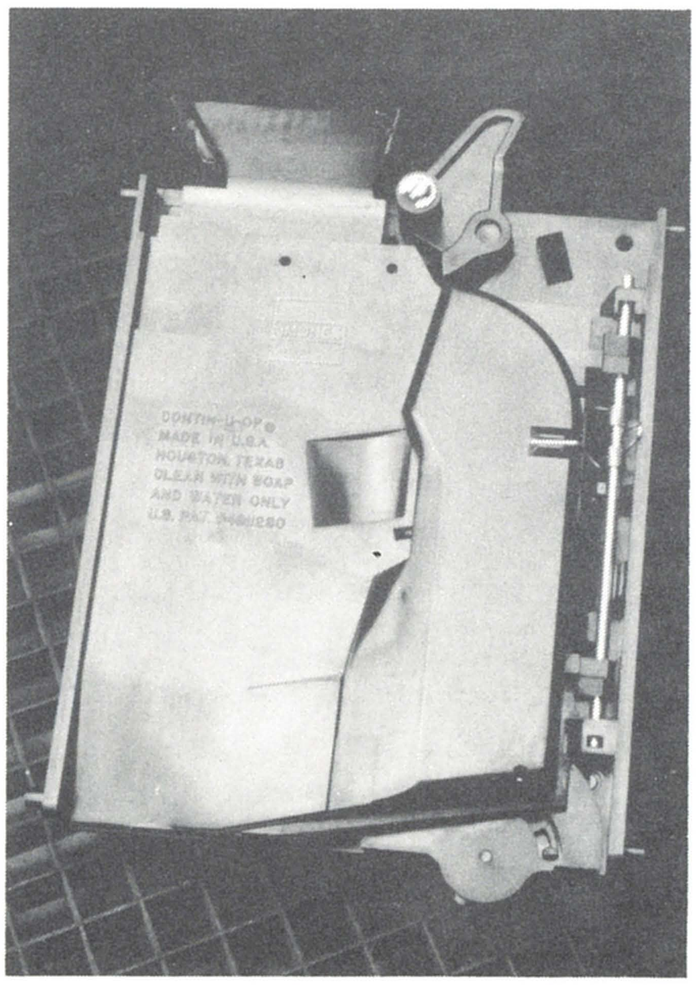
Dark Stalkers

Capcom's coin-operated development team, creators of the *StreetFighter* series, has released *Darkstalkers: The Night Warriors*.

Darkstalkers introduces 10 animated monster warriors from around the world, who compete to reign as the Lord Master/Mistress Darkstalker of the night.

The game features a six-button, eight-way joystick control panel and a health bar or "success meter" at the bottom of the screen enabling players to gauge their performance and skill.

For more information, contact your local distributor, or for referral contact Capcom, 475 Oakmead Parkway, Sunnyvale CA 94086, tel: 408-774-0500.

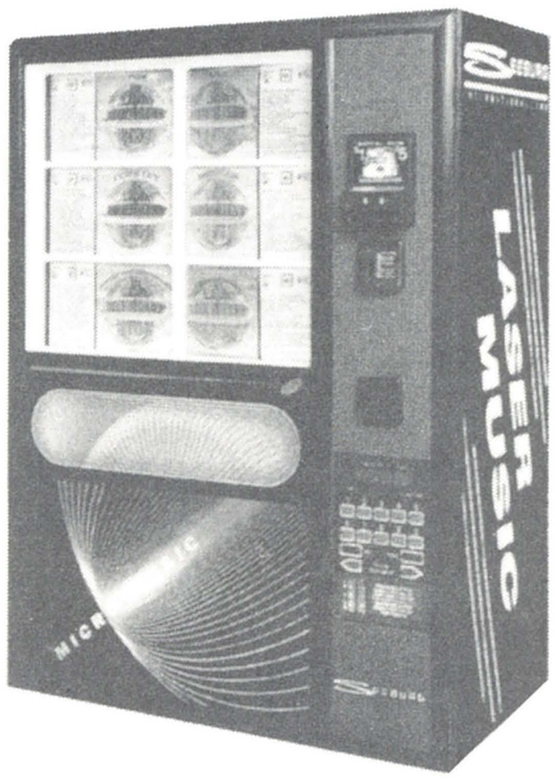


Imonex Video Acceptor

A new manual coin acceptor from Imonex processes coins without moving parts to significantly reduce jams and other common sources of downtime for amusement operators.

Constructed of a rugged ABS material, the Imonex unit is engineered to resist vandalism and provide long-term service even in high-volume locations. The coin acceptor is designed for easy and quick retrofit installation in the field and fully adapts to a broad range of equipment. The Imonex line includes units that can be ordered to accept U.S. or Canadian quarters and oversized or undersized tokens. International configurations are readily available.

For more information contact Imonex Marketing Dept., P.O. Box 519, Katy, TX 77494, tel: 800-446-2719, fax: 713-391-4239.



Seeburg Wallmounts

Seeburg has done it again--with new wallmount CD jukeboxes.

The new Model A-2V *Neon* features easy-to-load, automated title display, and easy-to-use modular mechanisms that hold 102 compact discs. A CDM-4 Philips disc reader provides precise disc tracking and system software that automatically locks out faulty disc tracks and retains data for service analysis.

Neon's programmable features include play stimulator, next play priority, selection play time limit and selection lock-out for family location. Neon delivers its power sound through a Technics amplifier with built-in Dolby Pro Logic Sound Surround. The new CD jukebox also requires less maintenance.

Seeburg also introduces *Micro Music*, which takes less than a yard of wall space and is easily handled and mounted. Its light weight, only 120 pounds, makes for low shipping costs, but it also has a big sound, with 2, 3, or 5 speaker systems available.

For more information, contact your local distributor, or for referral contact Seeburg 312-247-8484.



Cavemania

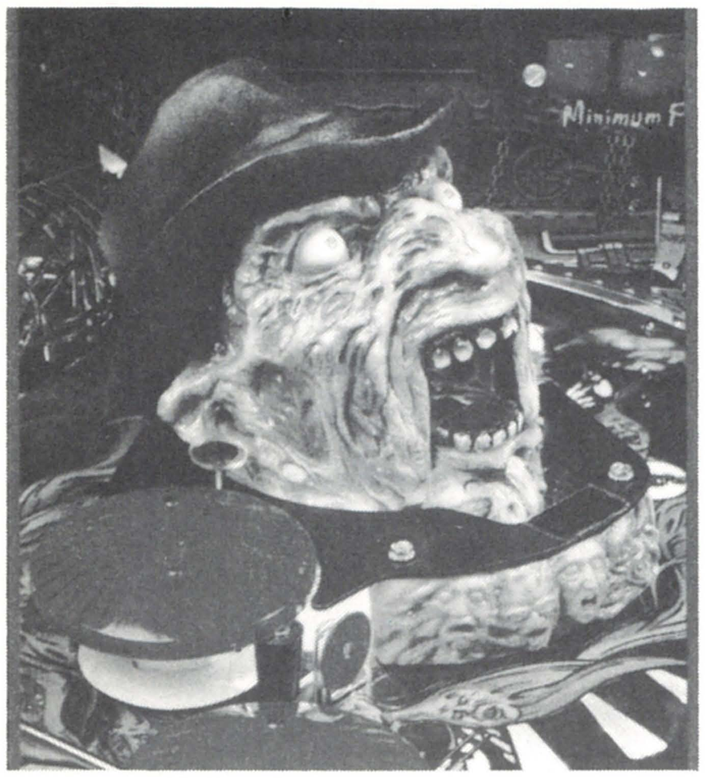
Meltec Introduces *Cavemani,* to its redemption line.

Players time release of balls to stop the spinning wheels on their favourite cave characters. Line up three in a row and just watch the tickets pile up. Simple to play and easy to maintain, *Cavemania* is perfect for family fun centers.

Fully operator adjustable, *Cavemania* features digital sound and voice, Deltronic ticket dispenser, modulated infrared scoring. It can also be linked to Meltec's Super Ticket bonus display.

For more information contact your local distributor, or for referral call Meltec, Inc. 15425 S.W. Beaverton Creek Ct., Beaverton, OR 97006, tel: 800-356-4777.

NEW PRODUCTS



Freddy's Back

Premier Technology presents *Freddy, A Nightmare on Elm Street.* The new pinball game features Freddy's head, which shoots the ball into play while Krueger's actual voice challenges players. Freddy's glove, complete with razorblade fingertips, slashes the ball, throwing it from the ramp. Freddy's claw slices between flippers, casting the ball back into play.

For more information, contact your local distributor, or for referral contact Premier Technology, 759 Industrial Drive, Bensenville, IL 60106, tel: 708-350-0400 fax: 708-350-1097.

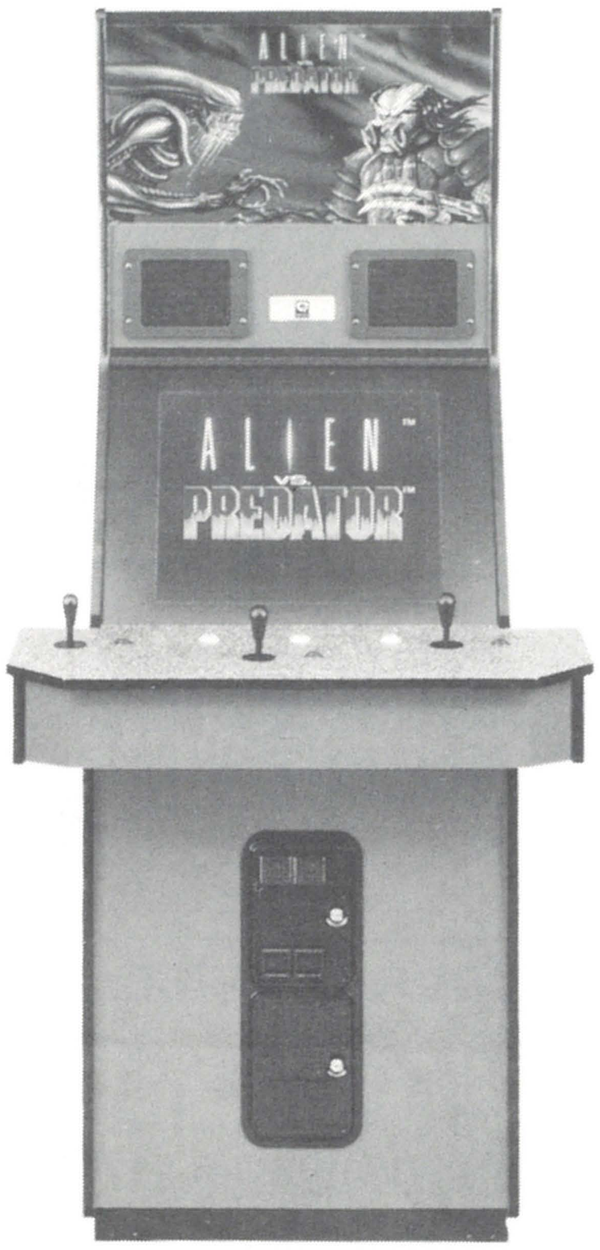


Lucky Ducky

American Sammy introduces its hottest new idea in redemption games. *Lucky Ducky* combines the thrill of shooting a coin, the skill of aiming at targets and the anticipation of a coin pusher. Connect three targets and spin the animated reels to win the jackpots.

All payouts are operator adjustable.

For more information, contact your local distributor, or for referral contact American Sammy Corporation, tel: 708-364-9787 fax: 708-364-9831.



Aliens, Predators, Dungeons

Capcom introduces *Alien vs. Predator.*

The aliens have found our world. Now the war begins between the galaxy's three greatest hunters: the Aliens, the Predators and Mankind.

Capcom has also introduced *Dungeon and Dragons—Tower of Doom.*

On their journey to the Tower of Doom, players choose their direction of play, leading them through hundreds of different paths to adventure.

System II allows easy installation of both *Alien vs. Predator* and *Dungeons and Dragons.* Once plugged into the system, changing software is as easy as snapping in a new board.

For more information, contact your local distributor, or for referral contact Capcom at 408-774-0500.



Maverick

From 1957 to 1962, James Garner swaggered across the television screen as Bret Maverick. Flash ahead to 1994, Data East (Sega) Pinball brings us *Maverick.* The high definition, high quality, generation-3 wide screen display is featured. Game sound is provided by the BSMT 2000, with a sound track that includes Clint Black's country music hit, "A Good Run of Bad Luck."

Play starts with a shooter lane skill-shot. Pull back on the stack-of-poker-chips plunger to drop the ball into one of four skill-shot awards. After that, game play is cards, cards, and more cards!

HDHQ, three flippers, four drop-target banks, the Lauren Bell's Riverboat Paddle Wheel, left out-lane kick-back, dual ramps, a vertical up-kicker and more, are all contained in a narrow body cabinet.

For more information, contact your local distributor, or for referral contact Sega Pinball, Inc. tel: 708-345-7700, fax: 708-345-7718. ❑

Send your New Product information along with photo to Editor, Canadian Coin Box magazine, 222 Argyle Ave., Delhi, ON, N4B2Y2, tel: 519-582-2513, fax: 519-582-4040.

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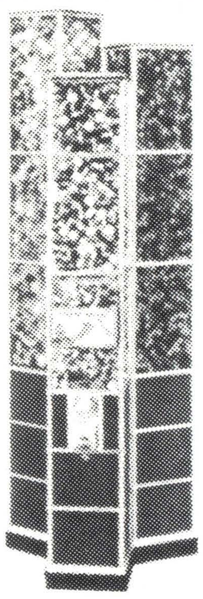
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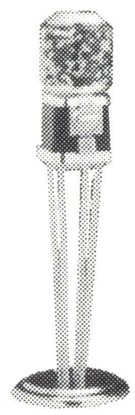
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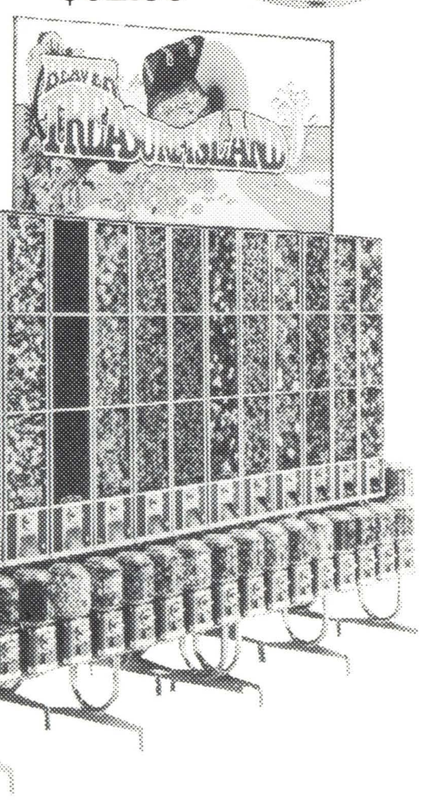
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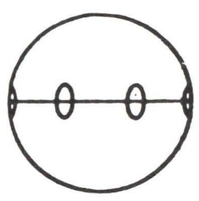


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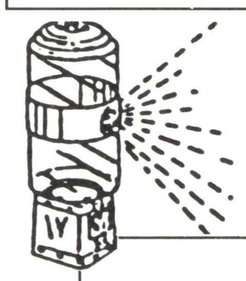
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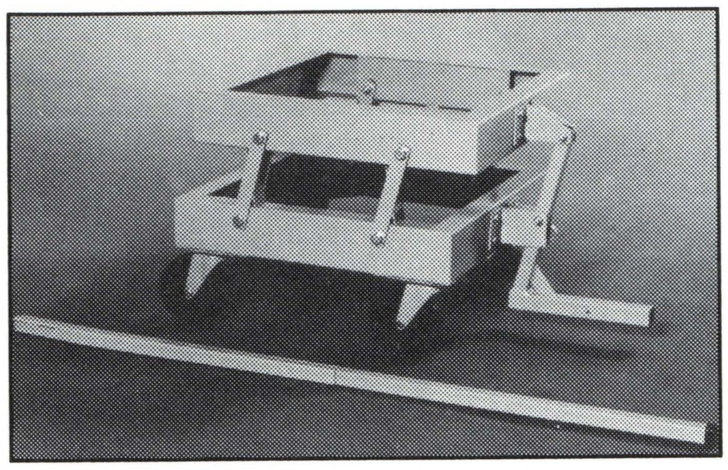
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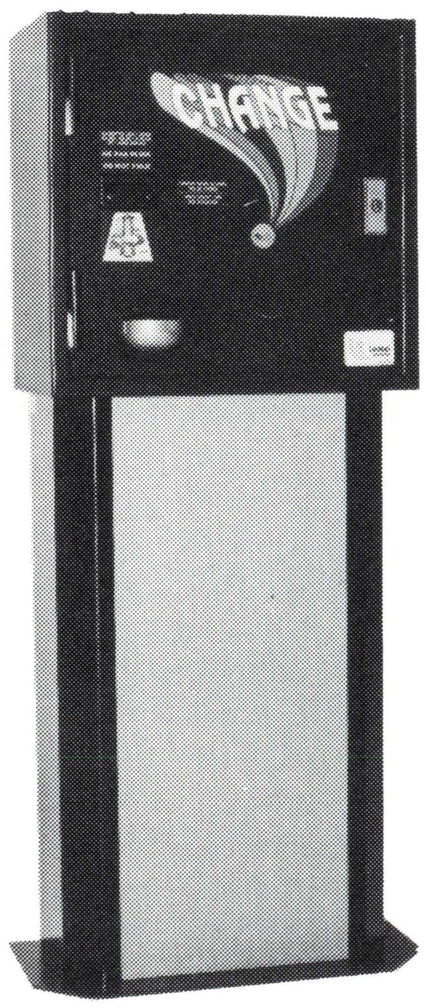
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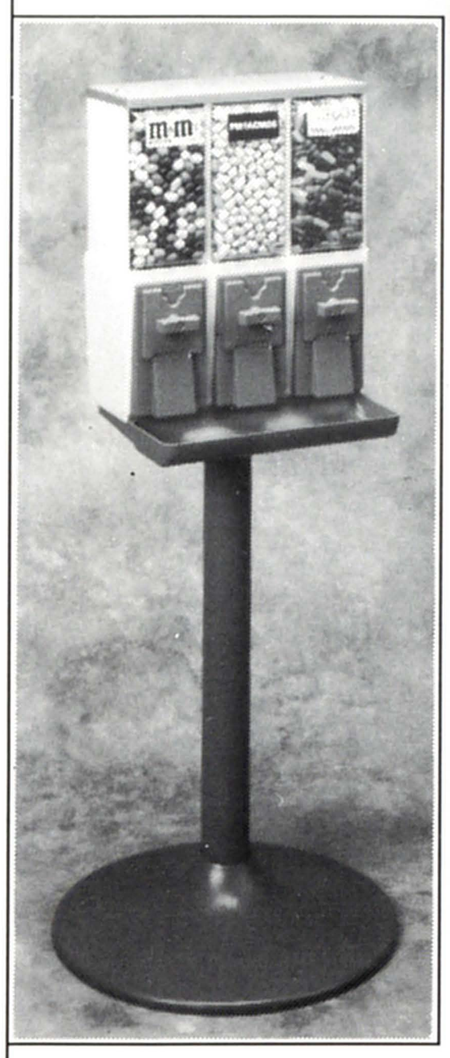
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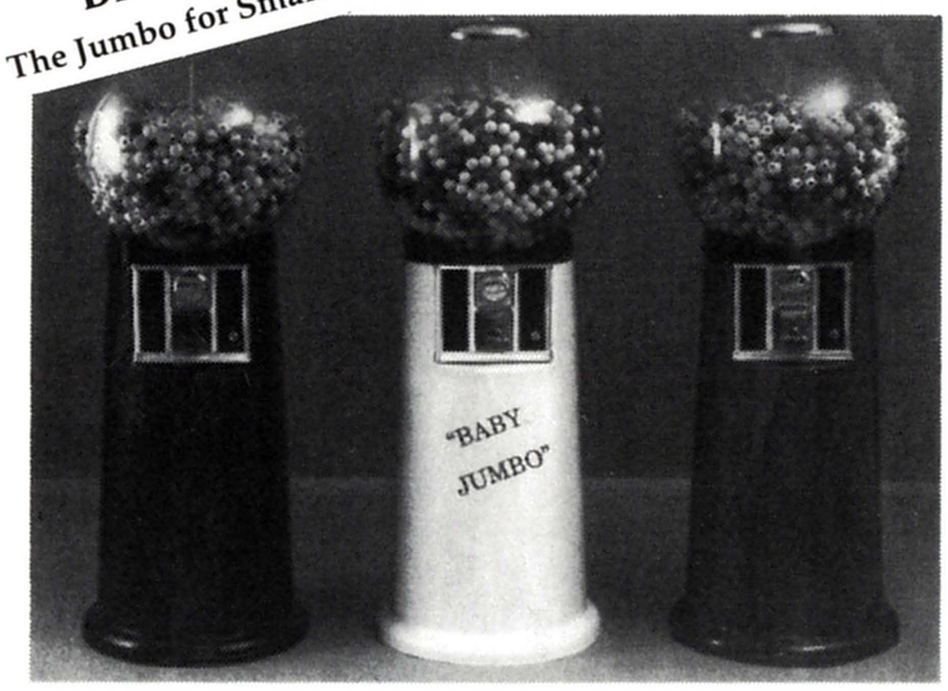


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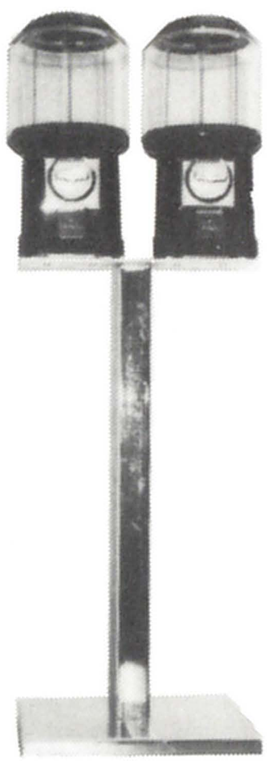
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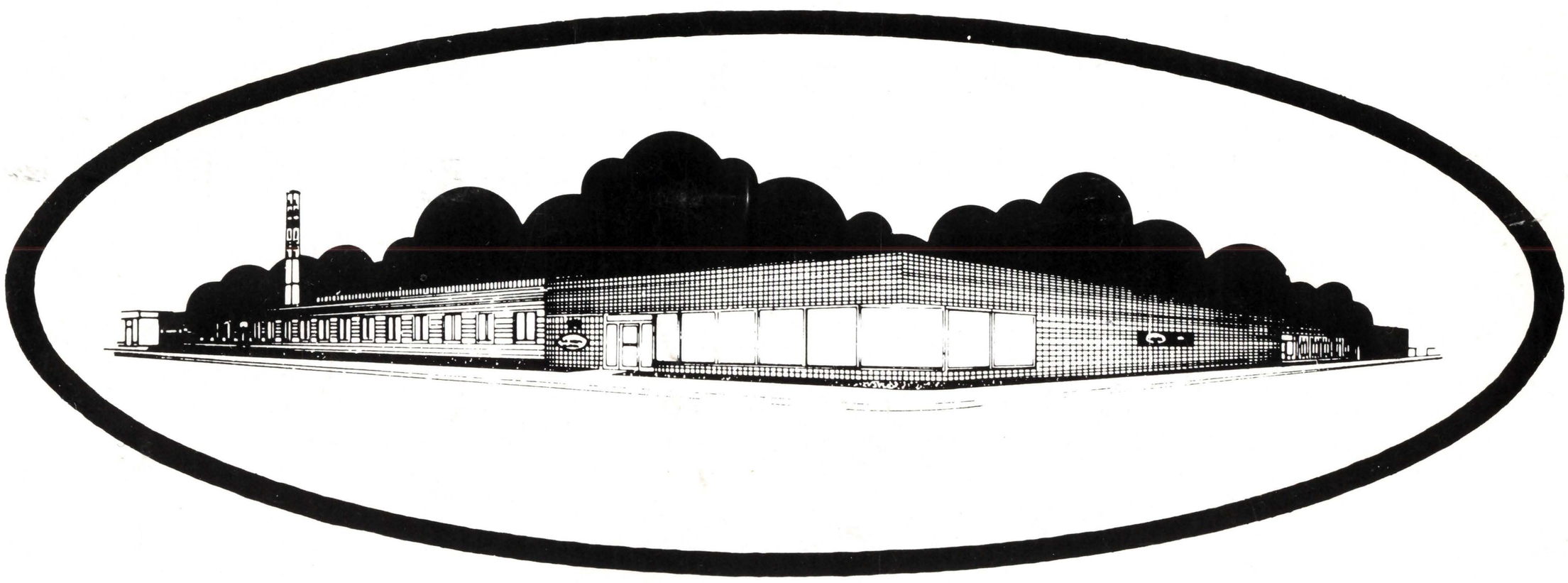
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